

Election '12: The Meaning of Paul Ryan

TIME

SPECIAL REPORT

THE  
WIRELESS  
ISSUE

10 WAYS YOUR PHONE IS CHANGING THE WORLD

Plus: Our exclusive global poll

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THE COVER: 288 of the  
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1945 WORLD WAR II ENDS

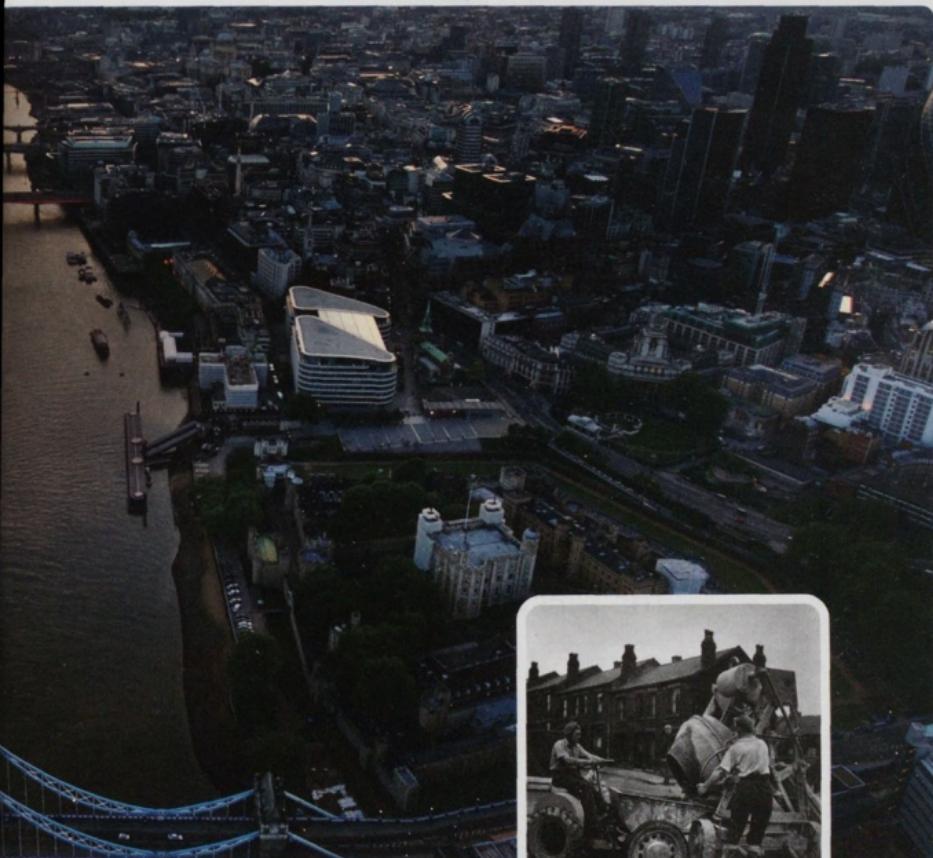
1948

MARSHALL HAD  
A PLAN. LUCKILY,  
SO DID WE.

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1957 THE EEC IS FORMED

1999 THE EURO IS INTRODUCED

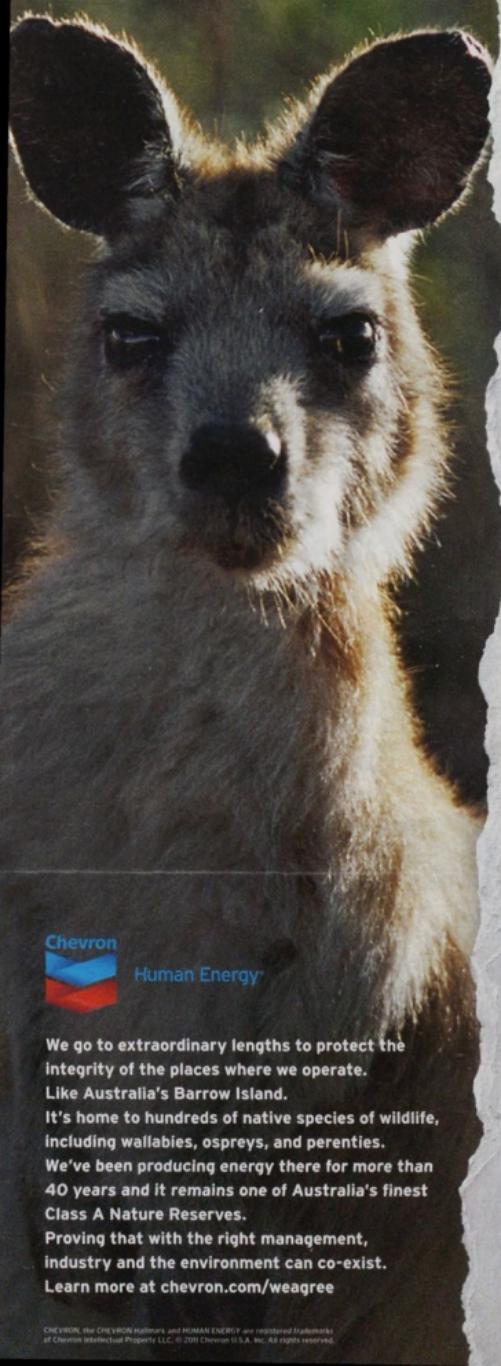


George Marshall, U.S. Secretary of State, knew that helping Europe recover from the devastation of WWII would mean restimulating its economies, not just rebuilding its structures. So, Citi decided to help support the funding for the "Marshall Plan." In under three years, 16 nations had received nearly \$13 billion in aid, and postwar Europe was fast becoming prosperous Europe. For the past 200 years, we have helped individuals, communities, institutions and nations turn their ambitions into achievements. We're proud to look back on so much forward thinking.

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**WE AGREE.**

*Harry Butcher*  
Dr Harry Butcher  
Australian Naturalist

*Russell Lagdon*  
Russell Lagdon  
Environment Manager  
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## Editor's Desk



## Making Sense of Our Wireless World

A black and white portrait of a man with dark hair, wearing a dark suit jacket, a white shirt, and a patterned tie. He is smiling and looking directly at the camera. The background is a plain, light-colored wall.

THE MOBILE PHONE HAS become a kind of super-extension of ourselves—faster, brainier, more reliable and always on. As we say in this issue, there are now more smart phones than toilets in many parts of the world, and the average smart phone today has more computing power than Apollo 11 did when it journeyed to the moon. In our special report, we explore all the ways mobility is changing the world around us, from education to politics, from medicine to romance.

Every photograph in the package was originally shot on a mobile-phone camera, from the photojournalistic images to the portraits and still lifes. More and more professional photographers are using their mobile devices as tools. And of course it's not just pros. Our striking cover image was created using selections from more than 30,000 photographs submitted to us by readers from more than 120 countries through Instagram, the popular cell-phone photo-sharing service.

In addition to exploring how wireless devices are changing the world, we wanted to find out how they are changing you as well. To do that, we launched a worldwide poll in cooperation with Qualcomm to survey attitudes on mobile technology.

The issue was beautifully edited by assistant managing editor Thomas E. Weber, who used not only all manner of mobile devices but also some older technologies, pencil and paper.

And finally, to coincide with this report, we are relaunching our TIME Mobile app with a cleaner, faster design to give users access to TIME.com's top stories, photo-essays and videos. The mobile app also includes a scanner that lets you access bonus content in this issue. To find out how, just look to the right.



*Richard Stengel, MANAGING EDITOR*



## ABOUT THE COVER

We asked readers all over the world to take pictures with their phones and post them to Instagram with the tag #TIMEwireless. We received 31,429 submissions from more than 120 countries and all seven continents (including a few from Antarctica's McMurdo Station). You can see 288 of them on the cover.

## SEE THE BONUS FEATURES



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KETTLE  
COOKED

JALAPEÑO



Happiness is simple

## MAIL

**Space Travel**

NASA's accomplishment with the most recent rover is significant, but if the U.S. wants to continue its space program without going broke, the agency needs to

make a fundamental change ("Live from Mars," Aug. 20). The most expensive part of space exploration is leaving Earth's atmosphere. Tremendous amounts of money are spent on rocket fuel alone just to thrust past gravity and get payloads into outer space. If more resources are invested in alternative methods like the space elevator, an idea taken seriously by many scientists, then the costs of outer-space travel could be drastically reduced.

Geoffrey Stines, TORONTO

The technologies we develop and perfect by going to Mars will benefit us all back home in ways we can't begin to calculate, as has been proved time and again by NASA's space missions. I can't wait to see what Curiosity brings us.

Seth Hall, on TIME's Google+ page

**Gun Control**

As a trauma surgeon, I see on a daily basis the senseless loss of life, limb and livelihood that results from gun violence ("The Case for Gun Control," Aug. 20). Intelligent laws aimed at limiting access to high-powered weapons could have an immediate impact on the health and well-being of our nation.

Dr. M. Margaret Knudson, SAN FRANCISCO

Following the publication of Fareed Zakaria's Aug. 20 column on gun control, he issued the following statement: "Media reporters have pointed out that paragraphs in my TIME column this week bear close similarities to paragraphs in Jill Lepore's essay in the April 22nd issue of the New Yorker. They are right. I made a terrible mistake. It is a serious lapse and one that is entirely my fault. I apologize unreservedly to her, to my editors at TIME and to my readers."

TIME accepts Fareed's apology, but what he did violates our own standards for our columnists, which is that their work must be not only factual but original; their views must not only be their own but their words as well. As a result, we are suspending Fareed's column for a month, pending further review.

**WRITE TO US**

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Send a letter: **TIME Magazine Letters**,  
**Time & Life Building**, New York, NY 10020.  
 Letters should include the writer's full name, address and home telephone and may be edited for purposes of clarity and space

**TIME.COM****Liar, Liar, Pants on Fire?**

Senate majority leader Harry Reid turned heads when he claimed Mitt Romney did not pay taxes for 10 years, but TIME.com readers were divided over whether his citing an unnamed source warranted a watchdog site's "Pants on Fire" designation:

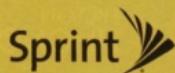
**Up and Gone**

Reader responses to the images we posted on our photo blog of the space-shuttle program included admiration for the photojournalist who took them ("I want to have 'DanWinters' photo-love child," tweeted Troy Freund. "He's so dang good") to sadness at the program's demise ("Heartbreaking," wrote @randfish). To see more of Winters' shuttle photos, which will be published in his book *Last Launch* in October, go to [lightbox.time.com](http://lightbox.time.com).

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# Briefing

‘We won’t replace our founding principles. We will reapply them.’

**1. PAUL RYAN**, after accepting Mitt Romney’s offer to be the Republican nominee for Vice President

‘Her support keeps me Army strong.’

**2. TAMMY SMITH**, U.S. Army brigadier general, who became the U.S. military’s first openly gay flag officer as she had her wife Tracey Hepner pin the star on her uniform

‘We had been chanting, “Down, down with military rule.” Today it came true.’

**3. SHADY EL-GHAZALY HARB**, liberal Egyptian political activist, after President Mohamed Morsy forced the country’s military chiefs to retire and nullified a military declaration that had gutted his authority

‘We like to come in first. There’s nothing wrong with that.’

**4. LARRY PROBST**, head of the U.S. Olympic Committee, on the Americans’ winning a total of 104 medals, including 46 golds—the most of any nation in the Games

‘He’s not Spider-Man ...  
He needs your help.’

**5. MICHELLE OBAMA**, at a fundraiser in Beverly Hills, Calif., urging donors to support President Obama



**87**

Eggs found in a 17-ft. 7-in. giant Burmese python, the largest ever caught in the Florida Everglades

**300,000**

Miles driven by Google’s autopiloted cars without their causing an accident (though one has been rear-ended)

**\$2  
MILLION**

Value of toys boosted by a mother-son duo in heists at 139 Toys “R” Us stores



**4**

Tarmac delays longer than three hours in the first half of 2012 in the U.S., down from 586 over the same period in 2009

Briefing

# LightBox



**Visibly shaken**

*Iranian women mourn victims of the two earthquakes that rocked the country's northwest region on Aug. 11. The death toll has since climbed past 300*

Photograph by Ahmad Halabisaz—Xinhua/Zuma Press  
[lightbox.time.com](http://lightbox.time.com)



# World



Morsy delivers a speech in Tahrir Square in June after being elected

## Morsy Makes His Move

**1 | EGYPT** Some are calling it a soft coup. Less than two months after the military clamped down on the country's democratic transition, Egypt's first elected President, Mohamed Morsy, has suddenly reversed the tide. He nullified a June declaration in which the powerful military council had granted itself sweeping authorities, and he fired the heads of every military division. It was the biggest blow yet to the military rule that Egyptians have increasingly protested against in the 18 months since the generals took power from an ousted Hosni Mubarak.

But Morsy's dismissal of Defense Minister Mohamed Hussein Tantawi and chief of staff Sami Enan may not be the dawn of a new era that it appears. Many analysts say the President and the powerful Muslim Brotherhood Islamist party that backs him are not so much cleaning house as just lining up new allies. "Morsy doesn't want to undermine these institutions," says Robert Springborg, an expert on the Egyptian military and a professor at the Naval Postgraduate School in California. "He wants them to be loyal to himself and the Brotherhood."

Long the only significant challenger to Mubarak's 30-year, military-backed rule, the Muslim Brotherhood emerged from last year's uprising as the strongest political force in the new Egypt. Promising democratic reforms and social justice, it

won almost half the seats in parliament and ultimately took the presidency as well. But Morsy's win immediately launched a power struggle with the military council. Says Mahmoud Ghazlan, a Brotherhood spokesman: "Either the military council was going to overthrow Morsy or vice versa. It ended up that Morsy took over."

Or did he? Egypt's so-called deep state—its entrenched and powerful military establishment—is still very much in place, maintaining its foothold in almost every government ministry, governorate and sector of the economy. Dismantling it will take time. "If Morsy succeeds in doing that," says Mamdouh Hamza, a prominent businessman and democracy advocate, "he will have done a very important thing for Egypt."

But some activists fear that may not happen and worry that the Islamist version of the deep state is at hand. The country's prosecutor general launched two court cases in August against news organizations it accuses of slandering the President—a move that's startlingly reminiscent of the Mubarak era. And while some democracy experts have argued that the President's maneuver is illegal, there's no institution powerful enough to say it's not allowed.

## The Butler Did It

**2 | VATICAN CITY** On Aug. 13, a Vatican court indicted Paolo Gabriele for allegedly stealing documents from Pope Benedict XVI's private apartment. Authorities arrested Gabriele, who was the Pontiff's butler, in May after the documents appeared in a book by Italian journalists. A second layman, a computer expert at the Secretariat of State, was included in the indictment. Gabriele says he was a whistle-blower seeking to bring corruption to light; he allegedly told officials that the Holy Spirit inspired his actions. Some Vatican watchers say the Pope may pardon his former assistant, but that would occur only after a verdict is declared.

## SOUTH KOREA

**'If I hadn't become a musician, I would most likely have been a loser.'**

**PSY**, South Korean pop star who became an unlikely YouTube sensation with his hit song and video "Gangnam Style," which has been viewed almost 30 million times since it was posted a month ago





## Power Struggle

**3 | SYRIA** A fighter with the Free Syrian Army takes cover in an abandoned house in Aleppo as clashes with government forces continue in the intensifying battle for control of the city. In Damascus, explosives hidden in a diesel tanker truck detonated close to a hotel where members of the U.N. mission reside. The blast caused multiple injuries and is further evidence of the breakdown of security in the country.

## Sex, Drugs and Botox

**4 | MEXICO** Sandra Avila Beltrán, 51, was extradited to the U.S. to face charges of cocaine smuggling in Florida. In 2001, federal agents intercepted a phone call in which Avila Beltrán allegedly sought payment for 220 lb. (100 kg) of cocaine shipped to Chicago. Here are three things you need to know about the first woman accused of leading an international drug-smuggling operation.

1

She is a Mexican media darling

Immortalized in narcoleptads and novels for her beauty and glamour in a world usually dominated by men,

Avila Beltrán is known in Mexico as the Queen of the Pacific. In her

2007 trial hearing, she responded to her nickname by saying,

"It's nice to be called Queen."



2  
She has a penchant for plastic surgery

In February 2011, while serving a sentence in a Mexico City prison, she allegedly paid a plastic surgeon to administer Botox injections in her cell. When the scandal broke, two prison officials were dismissed for allowing an unauthorized procedure to be performed.

3

Crime runs in her family

Avila Beltrán has an extensive family history of drug crime. Her uncle is Miguel Gallardo, who is regarded as the godfather of Mexican drug smuggling, and her boyfriend at the time of her arrest was Juan Diego Espinoza Ramírez, a.k.a. the Tiger, a leader of a Colombian cartel.



U.S.  
**15  
SECONDS**

Flight time of the WaveRider hypersonic jet before it was lost in the Pacific Ocean. The craft—a joint effort by NASA and the Pentagon—never reached its target speed of Mach 6

## A Riot Act

**5 | FRANCE** After rioting erupted overnight on Aug. 13 in the northern city of Amiens, Socialist President François Hollande—eager to prove that he is just as tough on security issues as his predecessor, Nicolas Sarkozy—vowed to increase the police presence in Amiens and several other urban areas. At a press conference, Hollande said, "Security is not just a priority for us but an obligation."

About 100 youths from a poorer district of Amiens had squared off against up to 150 police officers as the rioting turned violent, with multiple cars and three buildings burned. The summer has seen several such incidents.

# Nation

## Between the Lines

By Mark Halperin

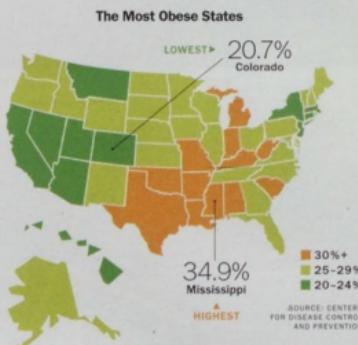
Team **Obama** has been energized by the addition of **Paul Ryan** to the Republican ticket. The White House will try to define the

House will try to define the contest all the way through Election Day as a fight over issues it thinks the seven-term Congressman is vulnerable on, such as Medicare, tax cuts for the wealthy and abortion ... But there are 10 other factors smoothing the President's path to re-election ... **1** Obama's incumbency allows him to control the news cycle whenever he wants with resonant gestures like his Aug. 3 move to purchase \$170 million worth of meat and fish in drought-stricken agricultural states ... **2** Chicago's research shop is patiently sitting on potentially distracting information about **Mitt Romney**, ready to discharge for maximum impact ... **3** Romney plans to release his 2011 tax returns soon, fueling another round of stories about his wealth and investments ... **4** There are signs that housing, retail sales and other areas of the U.S. economy may be improving ... **5** For all the Democratic fretting over potential crises in Europe and Iran, both just might stay stable through November ... **6** Obama's nominating convention follows Romney's, giving the President's side the last word and the prospect of a bigger, more durable poll bounce ... **7** The hugely popular **Michelle Obama** is expected to deliver a winning convention speech ... **8** The 9/11 anniversary will give the Commander in Chief another opportunity to remind the nation that Osama bin Laden was eliminated on his orders ... **9** The Chicago team still has superior internal communication and coordination compared with Boston ... **10** With a big head start and more advanced technology, the Democrats have an edge in identifying and turning out voters on Election Day.

### OBESITY

## America's Waistline Is Growing—Again

Not a single state in the union has an obesity rate of less than 20%—and a thinner population is not on the horizon. An Aug. 13 report from the Centers for Disease Control and Prevention found that more than a third of U.S. adults were obese in 2011, and the number of states with a very high percentage of obese adults has reached 12.



## The (Paperwork) Burden of War

Veterans routinely complain about how much paperwork they have to do to apply for Veterans Affairs benefits. They have a point. The VA's inspector general recently visited the agency's office in Winston-Salem, N.C., and found claims forms stacked so high that they "appeared to have the potential to compromise the integrity of the building." The IG's report estimated that "approximately 37,000 claims folders were stored on top of file cabinets." The weight on the sixth floor was 164 lb. per sq. ft., well above the safe limit of 125 lb. "We noticed floors

Some of the 37,000 excess files at the VA office in



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**From the editors of TIME.**

# EXPLORE THE NEW ENERGY REALITY

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# 2012 Election

## Ryan's Hope Can a Wisconsin work help Mitt Romney win?

By Michael Crowley

From the start, Mitt Romney's search for a running mate was a kind of ghost story, a process haunted by the specter of a certain former governor of Alaska. After their searching experience with Sarah Palin four years ago, Republicans vowed their next vice presidential nominee would be someone serious and substantive.

In naming Wisconsin Representative Paul Ryan as his running mate on Aug. 11, Romney chose someone as deep as Palin was shallow, a studious work known for his mastery of that most substantive of all issues: the federal budget. Running mates are often chosen for their credentials or because of their home state or their looks and personality. Ryan scores points in all those categories. But in this case, says his friend and colleague House Republican whip Kevin McCarthy, one factor trumped all the others: "This is the first guy to get chosen based on policy."

But in Washington, fights over budget policy almost always cut both ways. Romney now approaches the campaign's homestretch alongside a cheerful and articulate young man whose name has become synonymous with huge budget cuts and changes to beloved entitlement programs like Medicare and Social Security.

Many Republicans think Romney can win on grand themes of fiscal discipline and conservative economic values and laud Ryan as that rare Washington politician who has done the work to earn credibility on both fronts. But they worry that the addition of a charismatic crusader could make the ticket look less like a fix-it team and more like an ideological hit squad. "It was a risk," says Dan Schnur, an aide to John McCain's 2000 presidential campaign who now teaches at the University of



Southern California. "If this ends up making the election about entitlements, that's a much steeper hill for Romney to climb."

The Ryan rollout was as glossy and heady as an Apple product release. Conservatives cheered in news columns; crowds swelled and yelled at rallies. Romney was visibly jazzed. At an event with Ryan in Wisconsin, the two men were overcome with emotion and teared up onstage. Even some Democrats cheered the notion that this might now be a campaign about substance and ideas—specifically, and remarkably, Ryan's ideas.

Ryan has clearly expressed those ideas in the form of several sweeping budget proposals, including ones he wrote in each of the past two years as House Budget Committee chairman. Budgets are at heart ideological documents, and Ryan's combine supply-side economics with an assault on the New Deal welfare state. His latest budget would slash federal spending by \$5.3 trillion over 10 years while outlining a major overhaul of Medicare. Ryan leaves many specifics vague—a check on his reputation for political bravery—but his plan could require bone-deep cuts to even essential programs, from air-traffic control to the Centers for Disease Control and Prevention, the FBI and much in between. Medicaid, the health care program for the poor and disabled, would shrivel by \$800 billion over 10 years. And taxes on the wealthy and corporations would be kept low, though Ryan would close unspecified loopholes. Defenses would be largely spared. (Ryan has supported cuts to Social Security in the past, but his latest budget doesn't include them.)

Ryan says lower taxes and smaller government will lead to more prosperity. President Obama calls this vision "social Darwinism"—a system that rewards the strong and abandons the needy. That may explain why an Aug. 13 *USA Today*–Gallup poll revealed the least favorable public response to a vice-presidential pick since Dan Quayle in 1988. Romney's advisers think those numbers will change as the ticket gets credit for energizing a previously pedestrian campaign. "Americans want to hear serious ideas debated seriously," the *Wall Street Journal's* conservative

editorial page cheered. "The contrast couldn't be greater with a President who won't run on his record and has offered not a single idea for a second term."

Bring it on, say Democrats. Voters may hate the deficit, they argue, but rarely embrace cuts to anything but welfare and foreign aid programs. The Ryan plan gives them a thick document to tear to shreds. (Romney insists his own plan is different, but it envisions spending cuts of a similar magnitude.) "Romney is totally tethered to the Ryan plan," says Democratic Representative Chris Van Hollen of Maryland, one of his party's chief political tacticians, who calls the Ryan budget "an uncompromising right-wing Tea Party manifesto that provides big tax breaks to wealthy Americans at the expense of everyone and everything else."

Nothing makes Democrats like Van Hollen salivate more than Ryan's controversial vision for Medicare. It would end federal reimbursements to health providers and give seniors fixed amounts to buy their own insurance from competing government-approved plans. The value of those vouchers would increase annually but not as fast as the currently projected pace of health care costs. Ryan says capping payments will limit costs, but if it doesn't, seniors will pay out of pocket to make up the difference. To many a GOP strategist, this ambitious cost-control experiment practically begs Democrats to mount a "Medicare" campaign that describes worst-case scenarios—last year one liberal group ran an ad featuring a granny in a wheelchair being dumped over a cliff—while conveniently neglecting to mention that Ryan's plan wouldn't apply to people 55 and older.

Anticipating those attacks, the

Romney campaign has already gone on the offensive with an ad campaign that spotlights the \$700 billion in Medicare cuts made by Obama's 2010 health care law. Never mind that those cuts will come from Medicare providers like hospitals and doctors and not beneficiaries. Or that Ryan's budget—though not Romney's plan—would maintain the very cuts Romney is attacking.

It may help Romney that he will have the horse's mouth speaking on his behalf. Ryan is to budget math what Carl Sagan was to the science of the cosmos. "Paul is the best communicator," says McCarthy. "He's not from a Republican district, but he has won it every time by going out, talking and listening to the people. He has done it based on ideas."

Democrats plan to hit Ryan in other soft spots. He has spent 14 years in Congress, perhaps the most loathed institution in America, and has never run anything other than his House office. (Even Palin had executive experience.) He also lacks a foreign policy background, giving the Romney-Ryan ticket the thinnest national-security résumé since the GOP's Dewey-Bricker tandem of 1944.

Of course, Ryan brings Romney plenty of tactical benefits. He might put in play Wisconsin's 10 electoral votes, especially since Ryan last carried his Democratic-leaning district in the state's southeastern corner with 68% of the vote. His Catholicism should appeal to working-class swing voters. Romney's advisers also describe real personal chemistry—a kind of geek love between the management consultant and the budget wonk. It's been suggested that the dark-haired and telegenic 42-year-old Ryan, a former personal trainer who maintains an intense fitness regimen, reminds Romney of his own athletic adult children.

One thing Romney is not, however, is a risk taker. His choice of Ryan suggests that Romney feared he would lose a contest single-mindedly focused on the unemployment rate and felt he needed to broaden and enliven his campaign. In that sense, Ryan, the charismatic crusader, is an echo of Sarah Palin. John McCain, too, was looking for a "game changer" in 2008. But as he showed, changing the game doesn't always mean winning it.

## The Woman At His Side: Janna Ryan

Occasionally the soul mate of a running mate can hover just outside the spotlight—but probably not the intriguing Janna Christine Ryan, a 43-year-old lawyer and lobbyist turned homemaker who may become the next Second Lady.

Born into a well-to-do and politically connected family in Madill, Okla. (pop. 3,818), Janna Little graduated cum laude from Wellesley with a degree in Spanish. Next she headed to law school at George Washington University in Washington.

Embracing her family's deep blue ties in Oklahoma—her uncle is former Senator David Boren and her cousin Dan Boren is now a Congressman—Janna Ryan signed on as a staffer for a Sooner State Democrat in the House. From there she turned to lobbying, representing clients from Blue Cross/Blue Shield to Conoco Inc., according to OpenSecrets.org.

While Janna was working at PricewaterhouseCoopers, a mutual friend introduced her to Ryan, then a first-term Congressman and one of Capitol Hill's most eligible bachelors.

Ryan took Janna hunting and eventually proposed to her at one of his favorite fishing spots. The couple married in 2000 when she was 31 and he was 30. She surprised Beltway friends by leaving K Street for Ryan's hometown of Janesville, Wis., where she is raising three children, Liza, 10, Charlie, 8, and Sam, 7.

She modestly rejected a proffered microphone at one of her first events with the Romneys. Meanwhile, an eager fan started JannaRyan.com. She's in for much more attention as the campaign intensifies in the fall.

—KATY STEINMETZ

**'If this ends up making this election about entitlements, that's a much steeper hill for Romney to climb.'**

—DAN SCHNUR, FORMER MCCAIN CAMPAIGN AIDE



# Economy

## Good \$ports Inside the rise of fantasy everything

By Eliana Dockterman

FOOTBALL SEASON DOESN'T OFFICIALLY START UNTIL Sept. 5, but Nadav Karasov, 21, is already anticipating the lineup—of his fantasy team. "At our draft, the commissioner wears a sports jacket, and there is a speaker system, just like the real thing," says the University of Maryland student. There's even a prize for last year's winner: "A mug called Glory Mountain."

Clearly, fantasy sports have come a long way since 1980, when Daniel Okrent, a former *LIFE* magazine editor who is now a TIME Inc. consultant, started Rotisserie baseball, a game in which he and his friends picked a team of players, obsessively reviewed newspaper stats and crowned a winner at the end of each MLB season. Buoyed by players like Karasov—\$4 million of them, at last count—what started as a lark is now a full-blown business empire, replete with rival titans (ESPN, Yahoo, CBS Sports), rocketing popularity (17% growth each year on average) and very real revenue (\$800 million in 2011). Football and baseball have always been the biggest draws, luring 23.8 million and 12.2 million players, respectively. But these days, soccer, cricket and bass fishing all tout burgeoning fantasy leagues, as do reality-TV shows like *American Idol* and *The Bachelor*.

But not everyone is happy about the rise. Although fantasy sports are a marketer's dream—research indicates that participants buy far more fast food, alcohol and soft drinks than regular sports fans—some professional athletes lament the stat frenzy of the leagues. As Jake Plummer, a former quarterback for the Denver Broncos, once told ESPN, fans are no longer "mad because I lost" but instead "happy because I threw three touchdowns."

Still, there's no denying that fantasy sports stoke valuable interest in broadcasts—helping the NFL, for example, sell full-season TV passes so fans can rib one another over stats during every game. "My friends are in different places," says Karasov. "But we'll be playing this league 10, 15, I don't know how many years from now."

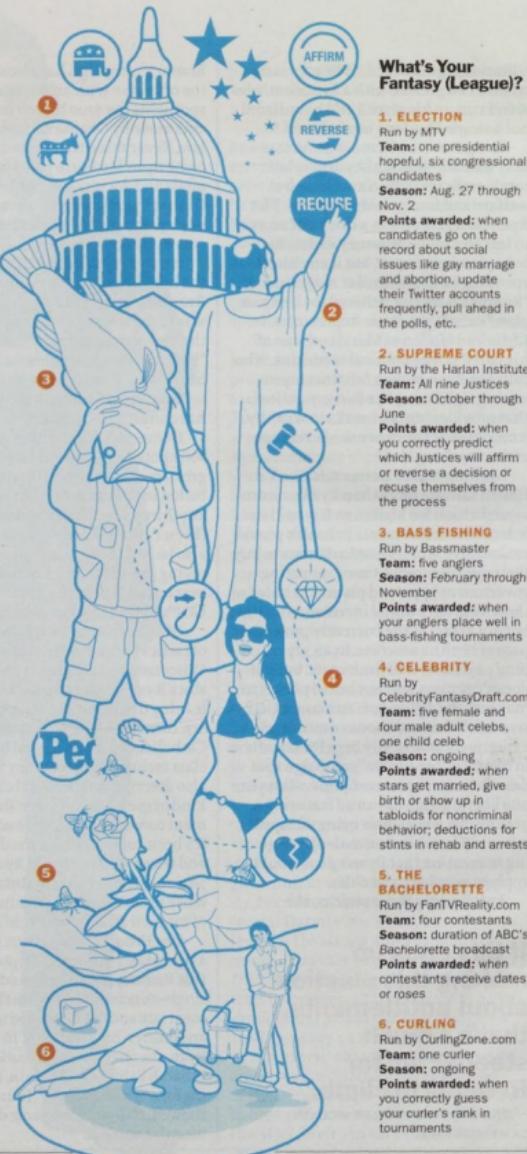
### PLAYERS (IN MILLIONS)



### ECONOMIC IMPACT



SOURCES: ADWEEK, ESPN, FANTASY SPORTS TRADE ASSOCIATION, NFL.COM



### What's Your Fantasy (League)?

#### 1. ELECTION

Run by MTV  
Team: one presidential hopeful, six congressional candidates  
Season: Aug. 27 through Nov. 2

**Points awarded:** when candidates go on the record about social issues like gay marriage and abortion, update their Twitter accounts frequently, pull ahead in the polls, etc.

#### 2. SUPREME COURT

Run by the Harlan Institute  
Team: all nine Justices  
Season: October through June

**Points awarded:** when you correctly predict which Justices will affirm or reverse a decision or recuse themselves from the process

#### 3. BASS FISHING

Run by Bassmaster  
Team: five anglers  
Season: February through November

**Points awarded:** when your anglers place well in bass-fishing tournaments

#### 4. CELEBRITY

Run by CelebrityFantasyDraft.com  
Team: five female and four male adult celebs, one child celeb  
Season: ongoing

**Points awarded:** when stars get married, give birth or show up in tabloids for noncriminal behavior; deductions for stints in rehab and arrests

#### 5. THE BACHELORETTE

Run by FanTVReality.com  
Team: four contestants  
Season: duration of ABC's *Bachelorette* broadcast

**Points awarded:** when contestants receive dates or roses

#### 6. CURLING

Run by CurlingZone.com  
Team: one curler  
Season: ongoing

**Points awarded:** when you correctly guess your curler's rank in tournaments

# Health

## Up in Smoke

### Teen tobacco use isn't falling so fast anymore

By Alexandra Sifferlin

The surest way to stop smoking tobacco? Never start. That's why the U.S. government and independent groups have spent millions to inform teens how lethal the habit can be. The efforts have caused youth tobacco use to drop almost every year since 2000. (Rates are now 7.1% for middle schoolers and 23% for high schoolers.) But progress is slowing. According to the Centers for Disease Control and Prevention (CDC), there were no declines in tobacco use among middle school students from 2009 to 2011; high school rates have leveled off too. Some slowdown is inevitable as overall rates trend toward zero. Still, says Dr. Tim McAfee, a director at the CDC, "we are very concerned that more needs to be done."



### Why Teens Keep Smoking



#### Fewer antismoking ads

Marketing has a big influence on teens. But because of recessionary cuts, state spending for antismoking ads is down at least 30% from five years ago, says McAfee. Even the CDC could afford to run its 2012 ad blitz for only 12 weeks, way less than the tobacco industry.

#### No graphic labels

Although the U.S. Food and Drug Administration pushed for ghastly images on cigarette packs—similar to the pictures of mouth cancer that adorn the product in Australia—the tobacco industry was able to block the legislation in court. As a result, the U.S. isn't benefiting from the shock value that's worked so well overseas, and teens are exposed only to text warnings from the Surgeon General.

Increase in people using pipes and tobacco products like cigars from 2000 to 2011, offsetting the 33% drop in cigarette use

123%

#### Affordable prices

In 2009 the U.S. government increased taxes on all tobacco products, giving small cigars and cigarettes an especially high rate; that's largely why some packs of cigarettes cost as much as \$12—too much for most cash-strapped teens. But large cigars weren't taxed as heavily, and now, at \$1.40 a box, they're an affordable option for teens.



#### More enticing flavors

Flavored cigarettes were banned in the U.S. in 2009, but because cigar and pipe tobaccos aren't heavily regulated by the FDA, manufacturers have started releasing them in more flavors—such as peach, apple and chocolate—that appeal to younger smokers.

\$641  
MILLION

Average amount spent by states on antismoking marketing in 2010—just 17% of what the CDC recommends as effective

# Milestones



## DIED

## Helen Gurley Brown

A food chain is evident in the words of Helen Gurley Brown, the longtime editor of *Cosmopolitan* magazine who died at 90 in New York City. Her universal term of endearment was *pussycat*—warm, fuzzy, with all that's federal in the pet implicit. Then there is a word she coined, *mouseburger*, which came to be applied to a timid woman whom a pussycat could feed on and spit out—the opposite of the *Cosmo* girl.

One part of Brown's genius was that she recognized the consumer marketability of female libidinal instinct in the quest for romantic happiness. She became a household name in 1962 with her first book, *Sex and the Single Girl*, an instant blockbuster that offered witty tips on everything from decorating to dieting, encouraging young women to embrace their sexuality and financial independence instead of relying on a man. During her 32-year tenure, Brown reinvented *Cosmopolitan* with the slogan "fun, fearless, female" and unapologetically featured sex, skin and splash on its pages. The other part of her genius, though, was that she escaped the tyranny of her food chain. *Mouseburger* was originally her description of herself—a woman born neither beautiful nor powerful. She made herself a cultural and publishing icon, a big cat to be reckoned with in the concrete jungle. —FEIFEI SUN

## DIED

David Rakoff, 47, humorist, essayist and contributor to public radio's *This American Life*; his later work turned his real-life battle with cancer into dark comedy.

## UPDATED

The 114-year-old *Merriam-Webster's Collegiate Dictionary*, to include the words *F-bomb*, *sexting* and *flexitarian* (a semi-vegetarian).



## DIED

Ron Palillo, 63, who starred as underachieving goofball Arnold Horshack, one of Mr. Kotter's remedial students, the *Sweatshogs*, in the hit '70s sitcom *Welcome Back, Kotter*.

## DIED

## Carlo Rambaldi

Early in the production of *E.T.*, Steven Spielberg spent \$700,000 on prototypes for the title alien. Unhappy with the results, he turned to Carlo Rambaldi of Italy, who had won Academy Awards for special effects for *Alien* and *King Kong*. Rambaldi, who died at 86, worked nearly 20-hour days to create the heartwarming animatronic character, which was capable of more than 100 separate movements. But the filmmaker who owed Rambaldi the greatest debt was Italian director and gore master Lucio Fulci. Rambaldi's models of vivisected dogs in the 1971 film *A Lizard in a Woman's Skin* were so convincing that Fulci was charged with animal cruelty. He was saved from prison only after Rambaldi brought the models to court in what is believed to be the first time a special-effects artist had to prove his work was not real. —N.R.



## DIED

## Johnny Pesky

In the pantheon of Red Sox Nation, he was the only player to have his number retired but never make the Hall of Fame. Of Croatian ancestry, he was named John Paveskovich but shortened his surname to Pesky. He hit .307 lifetime and died at 92, after serving over seven decades as player, manager, coach, broadcaster and the team's greatest ambassador to fans throughout New England. In 2006 the Red Sox officially named the foul pole at the end of Fenway Park's short right-field line Pesky Pole. A contact hitter, he had only 17 career home runs (just six at Fenway). But according to legend, some of those homers by the Red Sox Everyman snuck past that very pole. —NATE RAWLINGS



## NAMED

Mark Thompson, outgoing director general of the BBC, as the new president and CEO of the New York Times Co., a position vacant since December 2011.

## LET GO

Chad Johnson (formerly Chad Ochocinco), wide receiver, by the Miami Dolphins after allegedly head-butting Evelyn Lozada, his wife of about a month.

## DIED

Al Freeman Jr., 78, actor who rose to fame onstage and onscreen in the civil rights era and who played Elijah Muhammad in Spike Lee's 1992 film *Malcolm X*.

# Joe Klein



TO READ JOE'S BLOG POSTS, GO TO [time.com/swampland](http://time.com/swampland)

## Paul Ryan's Grand Vision. Maybe the GOP's vice-presidential pick has a plan for the well-off, but what about everyone else?

**R**EPUBLICANS AND DEMOCRATS TEND to go about the business of building presidential tickets in different ways. Ever since John Kennedy, Democrats have had a weakness for dashing younger men like Bill Clinton and Barack Obama and, I suppose, Jimmy Carter. They balance their tickets with senior statesmen—Lyndon Johnson, Joe Biden, Walter Mondale. (Al Gore was young but played ancient.) Republicans do the opposite: with the exception of Bush, Cheney, they select a senior statesman as their presidential candidate and a dynamic, young and often ideological type for No. 2. Richard Nixon was a ripe old 39 when Dwight Eisenhower chose him, Dan Quayle was 41, Sarah Palin was 44—and now Paul Ryan, 42, is the perfect picture of a traditional Republican Vice President.

**But there is something radically different** about the Ryan pick, something I've never seen before. This presidential campaign is now, substantively, all about him. That was sort of true of Palin, but her disastrous insubstantiality, not her beliefs, was the issue. This time, the maddeningly vague Mitt Romney has effectively outsourced his job as intellectual leader of the ticket to his occasionally specific junior partner. Romney seems to have mixed feelings about that, flipping another flop on the Ryan budget, which he once called "marvelous" and now has walked away from, saying he's going to come up with a budget of his own one of these days. Romney also had a fair amount of trouble describing his view of Ryan's plan to voucherize Medicare. The Ryan pick may have energized the Republican base, but Romney remains the same old awkward, evasive Romney.

And so we seem to be headed for a campaign of ideas—Ryan's ideas—and

that may or may not be a good thing. Yes, it's important to have a ground-zero discussion about the sort and size of government we want to have. The trouble with Ryan's deep thinking on so many of these issues, though, is that it's not very deep at all. He lives in a libertarian Disneyland where freedom is never abused, where the government is



an alien entity whose only function is to flummox the creative intelligence of übermensches like Ayn Rand's hero, the architect Howard Roark. It is remarkable and, frankly, a bit terrifying that this puerile vision has become the operating philosophy of the Republican Party.

Worse, some of Ryan's most important ideas have been tried and proved failures. Ryan has produced various plans, proposals and two actual federal budgets, and they all have one thing in common: they cut taxes drastically. In his 2011 budget, which he sent to the Congressional Budget Office for scoring, he estimated that despite the drastic cut

in rates, the revenue would remain the same as a percentage of gross domestic product. This is supply-side economics, the utterly uncorroborated theory that the less people pay in taxes, the more they'll produce. Ryan's mentor Jack Kemp sold Ronald Reagan on it in 1980. The result was such a huge hole in the federal deficit that in 1982, Reagan was forced to come back with one of the largest proportional tax increases in American history. Supply-side tax cuts didn't work for George W. Bush either. By contrast, Clinton raised taxes and the economy boomed. Who knew?

In Ryan's 2010 budget, all taxes on capital gains were lifted. By this standard, according to the *Atlantic*, Romney would have paid a tax rate of less than 1% in 2010, the only year for which we have his returns. In some of his proposals, Ryan has replaced the capital gains tax with a sales tax, or VAT, which would have the perverse effect of raising taxes on the middle class and poor while lowering them for the rich. In Ryan's world—in Rand's fantasy—average folks are taxed because they haven't had the good sense to become wealthy.

**Because of the hilariously inappropriate** tax cuts, Ryan's budget doesn't reduce the deficit very quickly, but it is imbalanced on the backs of the poor and elderly. I believe that poverty is often the result of inappropriate behavior—out-of-wedlock births, dropping out of school, crime and drugs—which should not be rewarded. But often it isn't, and common decency requires that we take care of the least of these. Ryan's Medicare proposal is Exhibit A when it comes to his casual inhumanity: he would force the elderly, many of whom are addled and decrepit, to make market choices in one of the most complicated, opaque markets around. Ryan's Medicaid proposal would eviscerate long-term care for the elderly poor. Republicans whine about class warfare, but what is this? It is a reversion to a more brutal, less humane state of nature. It is an "idea" whose time has gone. ■



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# 10

# WAYS MOBILE TECHNOLOGY IS CHANGING OUR WORLD

From the battle for the White House to the dynamics of a first date, our lives are being reshaped by the constant presence of our phones—and our evolving relationship with the idea of being connected to everyone and everything all the time. In this special report, TIME looks at the consequences, the opportunities and what you can expect next.



# ELECTIONS WILL NEVER BE THE SAME

Registering voters. Texted donations. How the 2012 vote is going mobile By Michael Scherer

**B**ARACK OBAMA'S ARLINGTON, Va., campaign office looks a lot like a kindergarten classroom, with walls decorated with butcher paper, tempera paint and colored marker. But on a recent Saturday morning, Ian Redman, a 19-year-old field organizer wearing Converse high-tops patterned after the American flag, sat there glimpsing the future of politics in his hand. "This is what is really cool," the Wisconsin native said to a handful of volunteers around him, who all looked down at their smart phones.

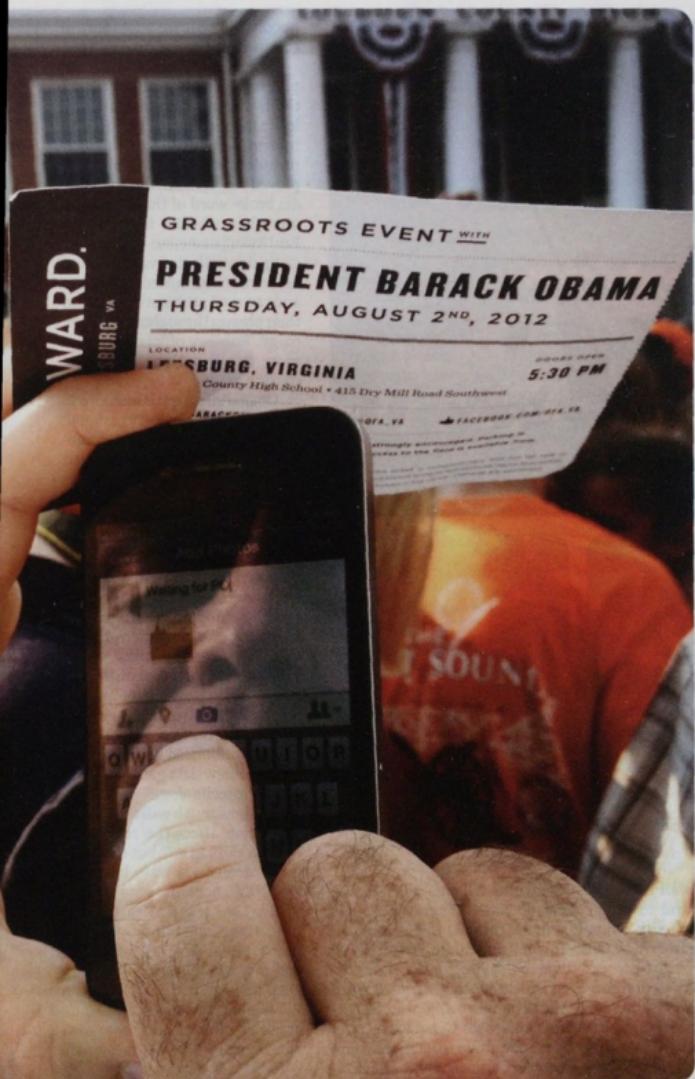
The volunteers tapped along on their individual screens, exploring deeper into the electioneering app that the Obama campaign released in August. Tap one button and there are forms to register voters, automatically tailored to the precinct that the phone and its user are in. Tap another and there is a way for donors to give money using the device. Tap a third and there are locally tailored factoids, Twitter messages and other social-media links that can be easily shared with friends. Tap a fourth and suddenly election workers are looking at a Google map of the neighborhood around them, with a little blue flag at each house where the Obama campaign wants a door

knocked. Another tap produces sample scripts for approaching voters, complete with first names for residents of the flagged houses. "If a volunteer is hanging out on a Saturday and they want to go canvassing but they are not really sure where to go canvassing," Redman explained, "they can click 'Load households in this area' and it pulls a list from their general radius."

Just as important as the field-work it facilitates, the app helps the campaign build and refine its most valuable asset: its database. All the information helping canvassers is tied in real time to the campaign's main voter list, Vote Builder, so no two people are sent to the same address. The phones prompt volunteers to report back to the main database how the door-knock went, recording each household as a committed voter, an undecided one or a foe of the President, so future campaign communications like direct mail can be targeted.

Just four years ago, when Obama mounted what was considered a cutting-edge campaign, the U.S. was living in another technological age. Twitter was a geek's pastime. Facebook was used by fewer than 40 million Americans, compared with 160 million today. Smart phones





**The future of politics in his hands** A supporter sends a photo on his mobile phone during a campaign rally for President Barack Obama in Leesburg, Va.

were still largely a professional luxury. But in this cycle, virtually every American voter not only has a phone but also increasingly uses it to go online. The political potential of this shift is huge. "It's not a one-trick pony anymore. It's a Swiss Army knife," says Peter Pasi, a Republican digital consultant who worked most recently for Rick Santorum's presidential campaign. "Everything you want to do online you can do on mobile."

The result is a blizzard of innovations, many of which will be tested for the first time in this presidential campaign. The Obama camp has deployed a new program, Quick Donate, that allows people to give repeat donations by simply sending the number of dollars by text message. Though the return rate is a campaign secret, Obama officials say people are much more likely to give again when they don't have to re-enter their credit-card information. In the coming months, the Federal Election Commission is on track to approve a request from presidential campaigns to allow cell-phone carriers to serve as middlemen for low-dollar donations, eliminating the need to enter credit-card information even for the first donation.

Mobile digital campaigning is also changing political advertising, allowing candidates to woo



## THE CANDIDATES' APPS

OBAMA FOR  
AMERICA

The campaign's mobile app allows users to find local rallies and polling sites, sign up for voter-canvassing duty and get registration information from their smart phones.

## MITT'S VP

Romney's app revealed his choice, Paul Ryan, but more important, required users to give a name, a phone number and e-mail and home addresses, providing the campaign with valuable voter info.



**Cutting-edge campaigns** Romney, top, announces his bid for the 2012 Republican nomination in Stratham, N.H.; at Obama campaign headquarters in Chicago, bottom left and right, a volunteer plays Ping-Pong and another relaxes on the floor

voters while they wait in line at the supermarket and to target people with advertising when they attend large gatherings. On the first weekend in August, for example, tens of thousands of young people gathered near Grant Park in Chicago for a concert featuring Jack White, the Red Hot Chili Peppers and the electronic-dance phenom Avicii. As a thunderstorm approached, many checked the weather on their phones, only to find at the top of the screen a display ad with a picture of kids dancing at a concert, overlaid by

the words "Obama failed us. We can do better." The ads were seen only by those at the concert and in the immediate vicinity. "We weren't paying for the entire city of Chicago," says Patrick Ruffini, the Republican digital consultant for Crossroads Generation, a conservative group that targets young people. Campaigns now have the ability to place mobile ads, often at a discount from desktop ads, anywhere large groups of targeted voters are gathering—on a college campus, at a NASCAR race or even at a parade in a swing neighbor-

hood. "You will see a lot more of this in swing states," he predicted.

In July, Mitt Romney's campaign persuaded hundreds of thousands of supporters to download a mobile app that promised to inform them "first" about his vice-presidential pick. The promise proved empty, since the news media broke word of the announcement hours before the app sent Paul Ryan's name, but the Romney campaign collected valuable data on its most committed supporters and can send push notifications to their phones throughout the campaign. Romney officials promise more app functionality in the coming weeks.

Obama's new app is intended to be used primarily by occasional, self-directed volunteers. Most canvassing will still be undertaken by regular staffers and volunteers with clipboards and paper, and responses will be entered later into the campaign's database. But the campaign has options it has not yet exercised. It could, for example, cross-reference the friends lists of Facebook supporters using its app against the Democratic voter file to better target potential voters who might not be planning to vote. Wary of possible complaints of privacy invasion, neither the Romney nor the Obama campaign has yet announced how far it will push the new data-gathering side of mobile technology.

Just how much will the mobile revolution affect the 2012 vote? It is too early to tell, but since the 2010 midterms, a wave has been building. According to a Pew study, 14% of American adults used their cell phones in that year to tell others they had voted, and 12% of adults used phones to keep up with political news; the Romney and Obama campaigns are determined to get those numbers higher. The larger question is whether all this new technology is changing politics in a broader sense, altering and facilitating the way Americans engage in self-governance. The answer to that could be as important as the outcome of the 2012 election itself. ■

# DOING GOOD BY TEXTING

Jed Alpert is harnessing cell phones in the name of charity and social change By Kate Pickert

**T**O UNDERSTAND WHAT makes the cell phone such a uniquely powerful tool for community organizing and activism, consider three facts about text messaging: it is almost completely spam-free, it's personal, and nearly every message gets read. Websites, e-mail, paper mail and phone calls don't come anywhere near achieving this trifecta.

"It's as close to reaching everyone as anything—here and everywhere else in the world," says Jed Alpert, co-founder and CEO of Mobile Commons. Alpert, 48, is a leading voice in the growing field of mobile activism: using cell-phone technology—mostly text messaging—to dispense information, raise money and advocate for political and social change. Mo-

**Connected for a cause** Alpert in front of a whiteboard at the office of his company, Mobile Commons, which develops cell-phone strategies for nonprofits

bile Commons, based in a former box factory in Brooklyn, works with clients including Habitat for Humanity, Planned Parenthood and President Obama's re-election campaign. (The firm also works for profit organizations.) In exchange for monthly fees (\$2,000 to \$30,000, depending on usage), clients can use Mobile Commons software to send mass text messages (to those who opt to receive them), collect and mine data and even route phone calls to lobby on behalf of political agendas.

It's particularly effective at engaging young people. DoSomething.org, a national nonprofit that encourages teens to participate in community service, saw its text-message list of 500,000 members surpass its e-mail list this month. With Mobile Commons software, DoSomething.org uses geographic data to text teens about nearby volunteer opportunities. It also recently conducted a campaign to send quirky messages to teens from an imaginary cell-phone baby—"I'm up now and need food"—to emphasize the challenges of unintended pregnancy. Half of teens contacted through the campaign said it made them realize that caring for a baby is harder than they thought.

Originally from Fall River, Mass., Alpert attended Connecticut College and Cardozo School of Law, then had an unhappy stint as a corporate lawyer before moving into entertainment law and movie producing. He got

into mobile after helping launch a 2001 promotional campaign for Britney Spears that allowed fans to hear recorded horoscopes read by the singer on their cell-phone voice mail. It was fairly crude, but Alpert saw its potential for political and social change. He launched Mobile Commons in 2007 with partner Benjamin Stein, a programmer who helped build the Bloomberg trading platform.

Alpert says raising money via text donation is exciting but unlikely to revolutionize the charitable universe. The Red Cross received \$32 million in \$10 texts after the 2010 Haiti earthquake—impressive but still less than 10% of the total amount it raised. Says Alpert: "\$10 is a trivial amount of money for an organization to raise. What they want is an ongoing conversation with you." What if you sent \$10 to a food bank via text and received a return text suggesting a local soup kitchen—chosen on the basis of your area code—where you could volunteer this weekend? How might this stack up against an e-mail routed to your spam folder or a generic U.S.-mail postcard?

Alpert admits that mobile is not a panacea. But maybe it doesn't need to be. "It doesn't revolutionize things, but it's nice for this population who wouldn't otherwise be giving and just likes it," says Ira Glass, the host of public radio's *This American Life*, which uses Mobile Commons to raise funds. "The thing about it is just that it's cool."



# BYE-BYE, WALLETS

Can a phone replace your cards and cash? Our field test  
By Harry McCracken

**T**O HEAR CERTAIN PEOPLE IN SILICON Valley tell it, cash is teetering on the edge of obsolescence. In the not-too-distant future, the theory goes, we're going to pay for everything with our cell phones—and it'll be quicker, smarter and safer than using paper money or plastic.

There are already several ways to do this. The most widely accepted one, Google Wallet, requires you to have a special chip in your phone (now on only a handful of Android models). You pay by tapping your phone on a credit-card reader equipped with near-field communication (NFC) technology. At best, it's no easier than swiping a card.

Another is Square's Pay with Square app, accepted mostly at mom-and-pop shops but heading to 7,000 Starbucks locations this fall. Unlike Google Wallet, it's compatible with the iPhone and a bevy of Android models. And it lets you pay without removing your phone from your pocket. The app communicates wirelessly with the tablet or phone the merchant uses to accept payment; the cashier IDs you by checking your name and photo. Both systems are at least as safe as paying with plastic and can be remotely disabled if your phone is stolen or lost. Under most banks' policies, the consumer isn't liable for unauthorized charges.

So what's it like to go cashless and pay by phone? To find out, I woke up one recent Monday and ceremonially stuck my wallet in my sock drawer. My plan: to spend a week around San Francisco making purchases exclusively via Google Wallet and Pay with Square.

I managed to make it through seven days without cheating, unless you count mooching off my wife. But there were enough glitches—at one point Google Wallet stopped working altogether—that I was glad to get my wallet back. Here's a look at my week.



## MEET HARRY

I'm TIME's technology columnist. I have no cash or cards—just my phone.



### Charge Harry McCracken

Please confirm that this is the person paying.

Yes, This Is Harry McCracken

### SIGHTGLASS COFFEE

Square shows merchants my name and photo when I pay.



### CHEVRON

My \$16.35 fill-up with Google Wallet goes smoothly enough once I figure out I have to go inside. Paying at the pump isn't an option.



### CASK ▶

At a posh liquor store, I pay with Square. My phone stays in my pocket, and the receipt is delivered to it wirelessly—I barely even interact with the proprietor. It's about as painless as purchasing gets.



▲ **RADIOSHACK** The gadget emporium is a Google SingleTap merchant, meaning you can apply special offers as you pay with Google Wallet. Neat—but buying \$16 worth of blank DVDs required two taps of my phone.



**JAMBA JUICE**  
I crave an Orange Appeal smoothie. Google Wallet app crashes. Cashier can't figure out how to ring up order. Frantic fumbling, then success.



**THE CHAI CART**  
The counterman at this street stand tells me Pay with Square is a hit with customers. (His tip jar still takes cash.)



▲ **HOME DEPOT** I try to pay for a plastic chair using Google Wallet. But the cashier's NFC reader is busted, and he doesn't seem to care.



**ELITE AUDIO**  
Square's app says this funky hi-fi shop/coffee joint is a wine bar; turns out it doesn't even have a liquor license.



**AT&T PARK**  
No hot dog for me! At a San Francisco Giants game, I can't get Google Wallet to work. Reduced to begging wife for beer.

FOR MORE  
BY HARRY  
MCCRACKEN,  
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## What's in Store.

Street retail grabs a new lifeline

For traditional retailers already besieged by online shopping, cell phones drive the nightmare scenario: brick-and-mortar stores reduced to showrooms where shoppers browse before pulling out their phones and punching in an order at, say, Amazon.com, which offers same-day delivery in 10 cities. But phones may also give traditional stores a way to fight back. Here's what shoppers can expect:

**BEEP, HERE'S A DEAL.**  
Retailers will push in-store offers customized by age, sex, purchase history and other data directly to consumers' phones. But smart sellers will tread carefully. "If shoppers are inundated with useless text messages trying to sell them things they don't want, that'll be the end of this," says Sucharita Mulpuru, a retail analyst for Forrester Research.

**LET THE BEST GOODS WIN.**  
Mobile browsing will enhance the in-store browsing experience as consumers use their phones to tap product reviews by experts as well as fellow shoppers. A new tool from Decide.com, for instance, aggregates ratings and reviews from hundreds of sources and synthesizes them into a single score.

**THE CLERK ON THE OTHER SIDE OF THE WORLD.** Forget asking the person at the checkout for help. (With the rise of self-checkout apps, that clerk might not have a job.) Instead, retailers will make experts available via Web chat on smart phones or tablets to answer questions about electronics compatibility, which tie goes best with which shirt or how to special-order that perfect, out-of-stock lounge chair. —BRAD TUTTLE

# THE PHONE KNOWS ALL

How companies and cops snoop on your digital life—whether you realize it or not

By Massimo Calabresi

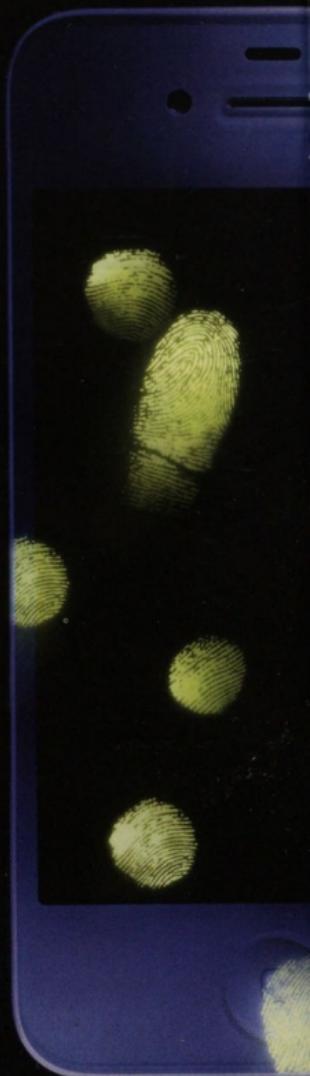
If someone wanted to create a global system for tracking human beings and collecting information about them, it would look a lot like the digital mobile device network. It knows where you are, and—the more you text, tweet, shop, take pictures and navigate your surroundings using a smart phone—it knows an awful lot about what you're doing.

Which is one reason federal officials turned to Sprint, Verizon, AT&T and T-Mobile in early 2009 when they needed to solve the robbery of a Berlin, Conn., branch of Webster Bank. Using a loophole in a 1986 law that allows warrantless searches of stored communications, the feds ordered the carriers to provide records of phones that used a near by cell tower on the day of the crime. The carriers turned over to the prosecutors the identities, call records and other personal information of 169 cell phone users—including two men who were eventually sentenced to prison for the robbery. With a simple request, the feds cracked a case that might have otherwise taken years to solve. In the process, they collected information on 167 people who they had no reason to believe had committed a crime, including details

like numbers dialed and times of calls that would have been protected as private on a landline.

Such cases are common. In response to a request from Representative Ed Markey, major cell carriers revealed in July that they had received more than 1.3 million requests for cell phone tracking data from federal, state and local law-enforcement officials in 2011. By comparison, there were 3,000 wiretap warrants issued nationwide in 2010. That revelation has added to a growing debate over how to balance the convenience and security consumers now expect from their smart phones with the privacy they traditionally have wanted to protect. Every second we enjoy their convenience, smart phones are collecting information, recording literally millions of data points every day.

The potential for good is undeniable. In recent years, the average time it takes the U.S. Marshals Service to find a fugitive has dropped from 42 days to two, according to congressional testimony from Susan Landau, a Guggenheim fellow. Cell phones have changed criminal investigation from the ground up. "There is a mobile device connected to every crime scene," says Peter Modaffer, the chief of detectives in Rockland County, New York.





But as smart phones' tracking abilities have become more sophisticated, law enforcement, phonemakers, cell carriers and software makers have come under fire for exploiting personal data without the knowledge of the average user. Much of the law protecting mobile privacy in the U.S. was written at the dawn of the cell phone era in the 1980s, and it can vary from state to state. Companies have widely differing privacy policies. Now conservatives and liberals on Capitol Hill are pushing legislation that would set new privacy standards, limiting law-enforcement searches and restricting what kinds of information companies can collect.

Government snooping is part of the worry. But market demand is driving some of the biggest collectors of data. Mobile advertising is now a \$6 billion industry, and identifying potential customers based on their personal information is the new frontier. Last year, reports showed that free and cheap apps were capable of everything from collecting location information to images a phone is seeing. One app with image-collection capabilities, Tiny Flashlight, uses a phone's camera as a flashlight and has been installed at least 50 million times on phones around the world. Tiny Flashlight's author, Bulgarian programmer Nikolay Ananiyev, tells *TIME* that his program does not collect the images or send them to third parties.

In November, news broke that a company named Carrier IQ had installed software on as many as 150 million phones that accesses users' texts, call histories, Web usage and location histories without users' knowing consent. Carrier IQ says it does not record, store or transmit the data but uses it to measure performance. In February, Facebook, Yelp, Foursquare and Instagram apps, among others, were reported to be uploading contact information from iPhones and iPads. The software makers told the blog

VentureBeat that they only use the contact information when prompted by users. "No app is free," says one senior executive at a phone carrier. "You pay for them with your privacy."

Many consumers are happy to do so, and so far there hasn't been much actual damage, at least not that privacy advocates can point to. The question is where to draw the line. For instance, half of smart-phone users make banking transactions via their mobile device. The Federal Trade Commission has brought 40 enforcement cases in recent years against companies for improperly storing customers' private information.

Law enforcement is subject to some oversight. Absent an emergency, prosecutors and police must convince a judge that the cell information they are seeking from wireless companies is material to a criminal case under investigation. An unusual alliance between liberals and conservatives is pushing a bill to impose the same requirements for getting cell tracking data as those that are in place when cops want to get a warrant to search a house. Another bill would increase restrictions on what app writers can do with personal information. Cases moving through the courts may limit what law enforcement can do with GPS tracking.

Tech companies are trying to get a handle on the issue. Apple has a single customer privacy policy. Google posts the permissions that consumers give each app to operate their phones' hardware and software, including authorization to access camera and audio feeds and pass on locations or contact info. The rush to keep up with technology will only get harder: the next surge in surveillance is text messaging, industry experts say, as companies and cops look for new ways to tap technology for their own purposes. —WITH REPORTING AND RESEARCH BY ALEX ROGERS/WASHINGTON AND ANGELA THORNTON/NEW YORK

#### PRIVACY APPS

##### LAST PASS PREMIUM

Securely consolidates multiple passwords into one master key for your computer and smart phone

##### GOOGLE CHROME

Switch to this Web browser's incognito mode, and when you're done, your browsing history and cookies will self-destruct

##### BURNER DISPOSABLE PHONE NUMBERS

Give out your digits without regret. With this iPhone-only app, a temporary number can be deep-sixed the moment that blind date gets awkward

# YOUR LIFE IS FULLY MOBILE

We walk, talk and sleep with our phones. But are we more—or less—connected?

By Nancy Gibbs

#### ABOUT THE SURVEY

The TIME Mobility Poll, in cooperation with Qualcomm, was conducted with 4,700 respondents online and 300 by phone in eight countries. June 29 to July 28

**J**UST AS REMARKABLE as the power of mobility, over everything from love to learning to global development, is how fast it all happened. It is hard to think of any tool, any instrument, any object in history with which so many developed so close a relationship so quickly as we have with our phones. Not the knife or match, the pen or page. Only money comes close—always at hand, don't leave home without it. But most of us don't take a wallet to bed with us, don't reach for it and check it every few minutes, and however useful money is in pursuit of fame, romance, revolution, it is inert compared with a smart phone—which can replace your wallet now anyway.

Whatever people thought the first time they held a portable phone the size of a shot in their hands, it was nothing like where we are now, accustomed to having all knowledge at our fingertips. A typical smart phone has more computing power than Apollo 11 when it landed a man on the moon. In many parts of the world, more people have access to a mobile device than to a toilet or running water; for millions, this is the first phone they've ever had. In the U.S., close to 9 in 10 adults carry a mobile, leaving its marks on body, mind, spirit. There's a smartphone gait: the slow sidewalk weave that comes from being lost in conversation rather than looking where you're going. Thumbs are stronger, attention shorter, temptation everywhere: we can always be, mentally, digitally, someplace other than where we are.

So how do we feel about this? To better understand attitudes about mass mobility, TIME, in cooperation with Qualcomm, launched the TIME Mobility Poll, a survey of close to 5,000 people of all age groups and income levels in eight countries: the U.S., the U.K., China, India, South Korea, South Africa, Indonesia and Brazil. Even the best survey can be only a snapshot in time, but this

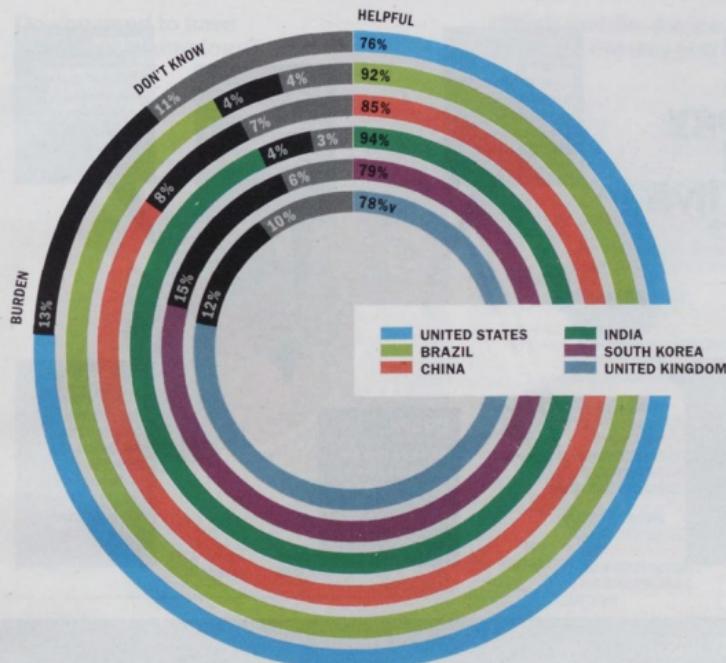
**Do you think being constantly connected by technology is mostly ...**

When asked how wireless mobile technology had changed their lives, people most often said it had brought them into closer contact with friends or family and had helped them be better informed about current events.

is a crisp and textured one—revealing a lot about both where we are now and where the mobile wave is taking us next.

A tool our parents could not have imagined has become a lifeline we can't do without. Not for a day—in most cases not even for an hour. In TIME's poll, 1 in 4 people check it every 30 minutes, 1 in 5 every 10 minutes. A third of respondents admitted that being without their mobile for even short periods leaves them feeling anxious. It is a form of sustenance, that constant feed of news and notes and nonsense, to the point that twice as many people would pick their phone over their lunch if forced to choose. Three-quarters of 25-to-29-year-olds sleep with their phones.

If Americans have developed surprisingly intimate relationships with their gadgets, they are still modest compared with



people in other countries. The TIME Mobility Poll found that 1 in 5 Americans has asked someone on a date by text, compared with three times as many Brazilians and four times as many Chinese. Fewer than 1 in 10 married U.S. respondents admitted to using texting to coordinate adultery, vs. one-third of Indians and a majority of Chinese. It may be shocking that nearly a quarter of all U.S. respondents—including a majority of 18-to-35-year-old men—have sent a sexually provocative picture to a partner or loved one. But that trails South Africans' 45% and Indians' 54%. Brazilians are especially exuberant, with 64% baring and sharing all.

In most respects, overseas mobile users value their devices the same way Americans do but with a few revealing exceptions. Americans are grateful for the con-

nection and convenience their phones provide, helping them search for a lower price, navigate a strange city, expand a customer base or track their health and finances, their family and friends. But in some ways Americans are still ambivalent; more than 9 in 10 Brazilians and Indians agreed that being constantly connected is mostly a good thing. America's 76% was actually the lowest score.

Carve up the U.S. population into the general public vs. high-income, highly educated elites and some contrasts come into focus. Elites are more likely to say that they work longer hours and have less time to think but also that mobile has made them more efficient and productive, able to manage more, be away from the office, stay informed about the news and be a better parent. Four in 10 Americans

think mobility has helped them achieve a better work-life balance, vs. three-quarters or more of Indians, Indonesians, Chinese and South Africans.

Like any romance moving from infatuation to commitment, the connection between people and their mobile devices reflects what they brought into the relationship in the first place. In countries where connection and convenience were difficult, these mobiles offer a kind of time travel, delivering in the push of a button or touch of a screen the kind of progress other countries built over decades. Which makes you wonder: Just how much smaller and smarter and faster and better might our devices be a decade from now? And how much about our lives and work and relationships is left to be completely transformed as a result?

# How has wireless technology changed how you live your life?

**U.S.**  
29% said their wireless device is always the first and last thing they look at every day  
15 points below the international average

**U.K.**  
62% said it's easier to be away from family  
4 points above the international average

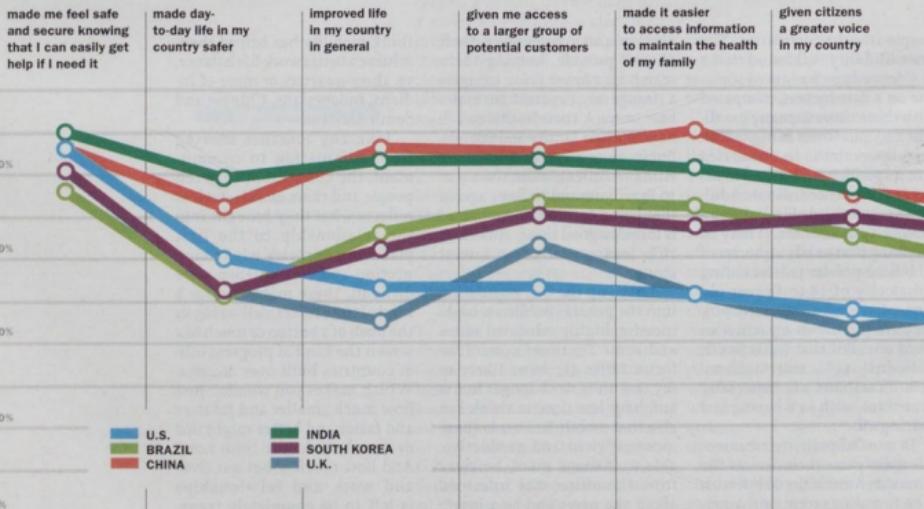
**INDIA**  
73% said they are in closer contact with their family  
21 points above the international average

**CHINA**  
79% said they are better informed about the news  
30 points above the international average

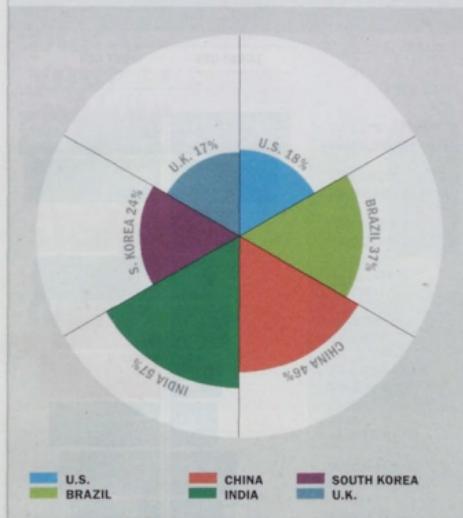
**BRAZIL**  
62% said they stay in closer contact with their friends  
9 points above the international average

**S. KOREA**  
48% said they spend too much time looking at their mobile device and not observing the world  
29 points above the international average

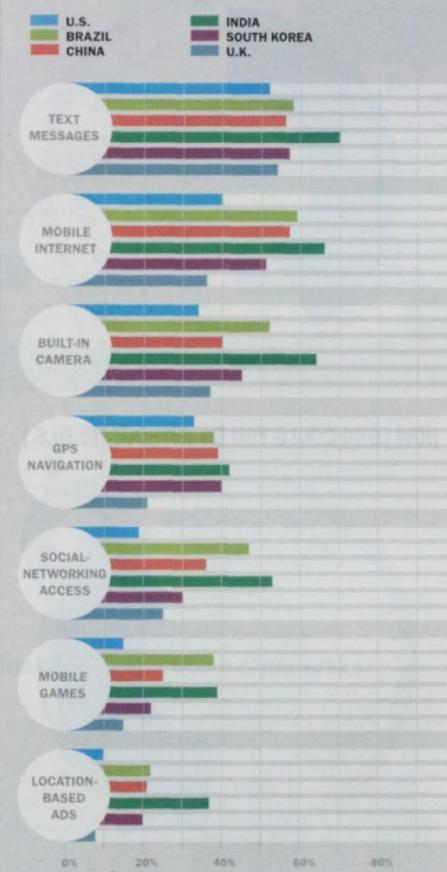
## MOBILE TECHNOLOGY HAS ...



## Do you need to have the latest technology?



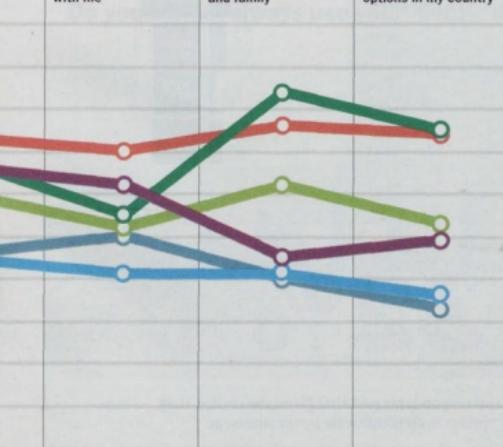
## Which mobile-device features have affected the way you live your life?



distracted me when my children were ready to play with me

helped me achieve a better balance between work and family

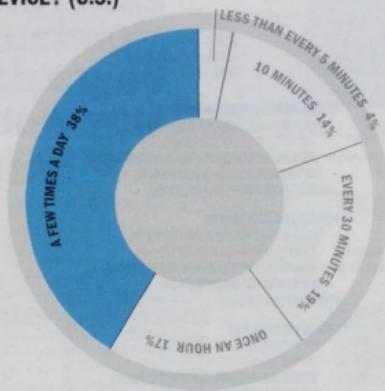
improved the public education system or other education options in my country



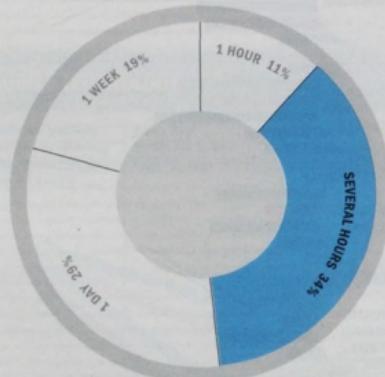
# 29%

of respondents said they fear society places too much emphasis on technology

## HOW OFTEN DO YOU CHECK YOUR MOBILE DEVICE? (U.S.)



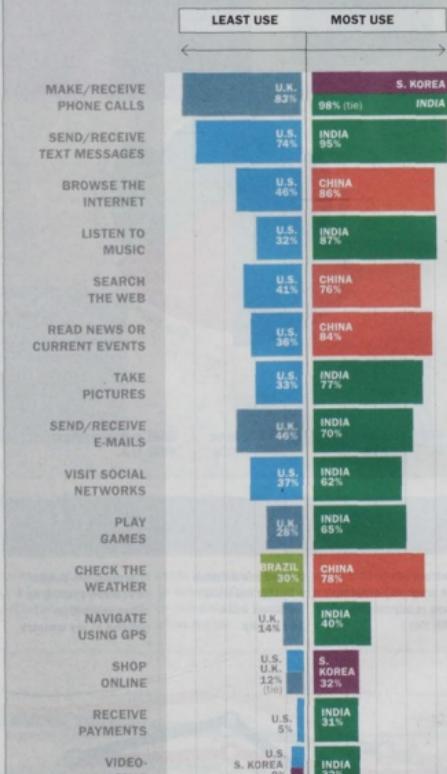
## HOW LONG COULD YOU GO WITHOUT IT? (U.S.)



17%

of all respondents said they check their phone at every meal regardless of whom they're dining with

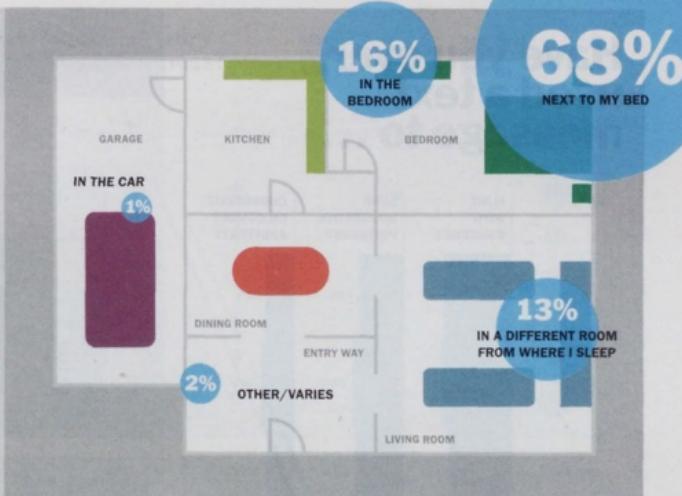
## Do you use your mobile device to perform each of the following tasks at least a few times a week?



32%

of respondents said that given the choice, they prefer to communicate by text message

# Where do you place your mobile device while sleeping at night?



**22%**

of respondents said they screen almost all their calls and tend to reply to voice mail via text or e-mail

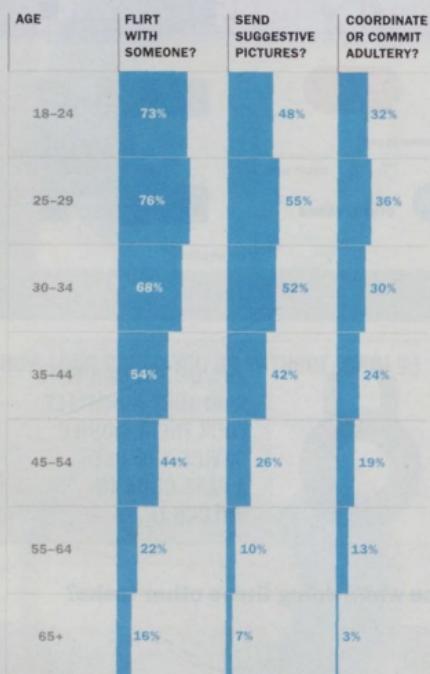


29% OF RESPONDENTS  
SAID THEY NORMALLY  
LOCK THEIR MOBILE  
DEVICE AND USE  
A PASS CODE TO  
UNLOCK IT

## Do you almost always use your mobile device while doing these other tasks?



# Have you ever used a text message to ...



## DOES YOUR MOBILE DEVICE COME AT TIMES BETWEEN YOU AND YOUR SPOUSE?



# 13 yrs.

Average age thought appropriate for a child to own a mobile phone



65%

of parents believe their devices make them better parents

## IS IT GOOD FOR CHILDREN TO BE LEARNING ABOUT TECHNOLOGY AT AN EARLY AGE?

OR

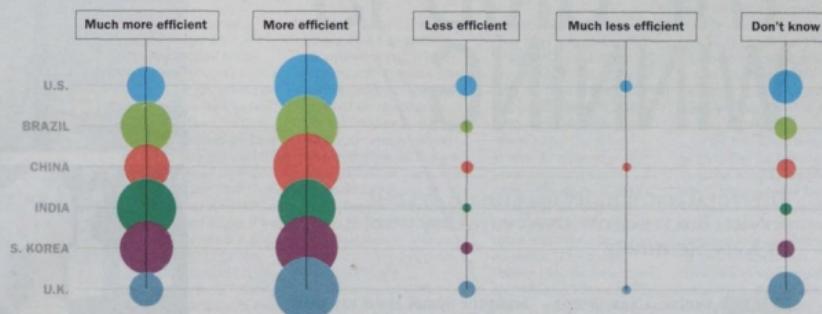
## IS TECHNOLOGY A DISTRACTION FROM STUDIES AND OTHER RESPONSIBILITIES?



## Has wireless technology made your country a more or less efficient place to do business?

U.S.  
BRAZIL  
CHINA

INDIA  
S. KOREA  
U.K.



# 26%

of respondents said they feel guilty if they don't promptly respond to work-related messages outside normal work hours

# 66%

of all respondents said they would take their wireless mobile device to work instead of their lunch

## How has wireless technology changed how you work?

**U.S.**  
3% said they have fewer personal relationships with clients and/or co-workers  
9 points below the international average

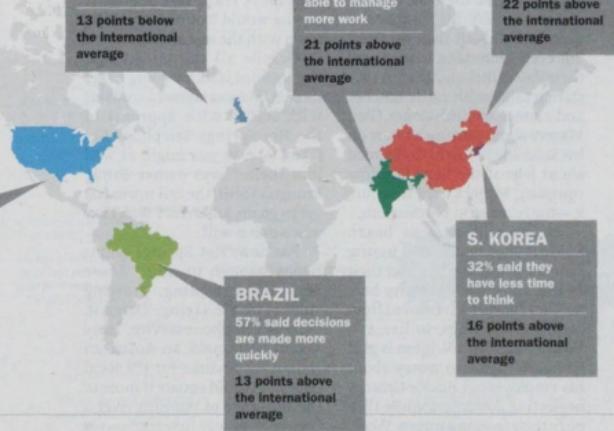
**U.K.**  
12% said they work remotely more often  
13 points below the international average

**INDIA**  
63% said they are able to manage more work  
21 points above the international average

**CHINA**  
48% said it's easier for them to be away from the office  
22 points above the international average

**S. KOREA**  
32% said they have less time to think  
16 points above the international average

**BRAZIL**  
57% said decisions are made more quickly  
13 points above the international average



# THE GRID IS WINNING

**This rural community may finally get cell service. But residents aren't sure they want it**

By Katy Steinmetz

**F**INDING A BAR IN HOT Springs, Mont., is easy: there's Fergie's Pub, right there on Main Street. Finding a bar on your phone is another matter. Hot Springs has no cell-phone service. The closest spot for a decent signal is 15 or 20 miles away, depending on whom you ask and which way they're headed.

Whether that needs to change is an argument that has divided this town's 544 residents. Their debate distills all our ambivalence about our hyperconnected age to one question: Do we really want a cell-phone tower here?

Until recently, the question was moot. Rustic places like Hot Springs aren't high on the list of areas where big companies want to build out their services. But even hinterland hamlets get their day: Alltel and then AT&T started talks with cattle rancher and county commissioner Glen Magera about putting a tower on his land above town. Concerned about jobs at the local landline company, Magera tried to secure it some revenue in negotiations.

Meanwhile, citizens began holding meetings, discussing how the tower might affect their health and lifestyle. Many here say they like to feel removed from society's trappings, to live at a slower pace. Scott Wigton is glad he doesn't have to worry about his employees at Buck's Grocery neglecting customers while they bury their faces in a screen. Work-

ers at the Symes Hotel say their guests feel freed by being unreachable. The high school principal says teachers are thrilled not to have the disruption. Others simply don't like how cell phones seem to encourage distracted or even obnoxious behavior. "More and more, when I go out of town," says Mayor Randy Woods, "I'm glad we don't have cell phones."

People in Hot Springs actually do have cell phones, for use when they're out of town. Residents say they know cell service is convenient and can save lives, especially in such a remote location. And even those who appreciate life off the grid see upsides. Wigton, whose family has run the grocery store for 75 years, says cell-phone service would "connect this little town with the rest of the world."

Despite all the misgivings, Hot Springs is likely going to get its bars. Magera signed a contract with AT&T with approval of the Hot Springs Telephone Co. ("You lose, so you might as well join them," says owner Sandy Prongua.) Still, the cell tower has yet to go up, and AT&T won't say when or if it will.

For now, Hot Springs seems happy enough to wait. "There isn't any cascading, growing voice of people saying, 'Damn it, we need cell-phone service,'" says Robert McDonald, an American Indian who works for the local tribes. "I would equate it more to the nuisance of running over a deer on your way to work." ■



## 1. MAKING WAVES

Hot Springs Mayor Randy Woods poses on the only tower above town. The local landline company leased land from a county commissioner to build it and broadcasts signals used only for Internet service. The company does not have a license to offer cellular service.

## 2. MAIN STREET

A flag flies outside a restaurant on the eastern edge of Hot Springs. Settled in 1910 on the Flathead Indian Reservation, the town was once a popular tourist destination, famed for its sulfur-rich healing waters. "Limp in, leap out," an old town motto promised.

## 3. OFF THE GRID

Loftus Odekkir hosted meetings at the Rainbow Zen Organic Café for residents wary of plans to introduce cellular service. Some worry about the possible health effects, others about their obsolescing way of life. "We just didn't want to have that kind of energy bombing us," Odekkir says.

## 4. NATURAL CHARM

A deer head adorns the wall at the historic Symes Hotel, where visitors can soak in pools of the area's natural waters brought up through wells. The town is nestled among Montana's mountains, moose and deer.

# Single People Are All Thumbs.

In contemporary dating life, it's no talk, all text

It's Sunday afternoon, approximately 44 hours after my friend's Friday-night date. She has waited patiently for her phone to bleep, but so far it's seen less action than Switzerland. That means it's time for her to play the agonizing game of textual chicken.

She cycles through the string of questions: Would she seem too eager if she texts? Shouldn't the guy be initiating? Is he trying to look casual? Is he legitimately busy? Is he a jerk? "Whoa there," I may say as default referee. "Let's throw on a rom-com and work through some of these emotions before you touch your phone. In fact, I'll go ahead and take that. I can see you're sitting on it. Give it here."

Texts are now the ignition, engine and lubricating

oil of romance. They are also a cause of endless thumb-wringing. When I started dating in the late 1990s, people called one another on telephones. I'm talking landlines, the kind you couldn't obsessively monitor all day unless you sat at home next to them. Landlines as in, "Mrs. Cooper, may I please speak to Winnie?" Dating communication was a simpler back then but more constritive too.

For most of us in our late 20s and early 30s, the transition from calls to texts occurred in our prime dating days and has been absolute. (Yes, there are some who bravely refuse to text, but they're probably the type who see showering as a form of cultural oppression.)

Calling someone was a

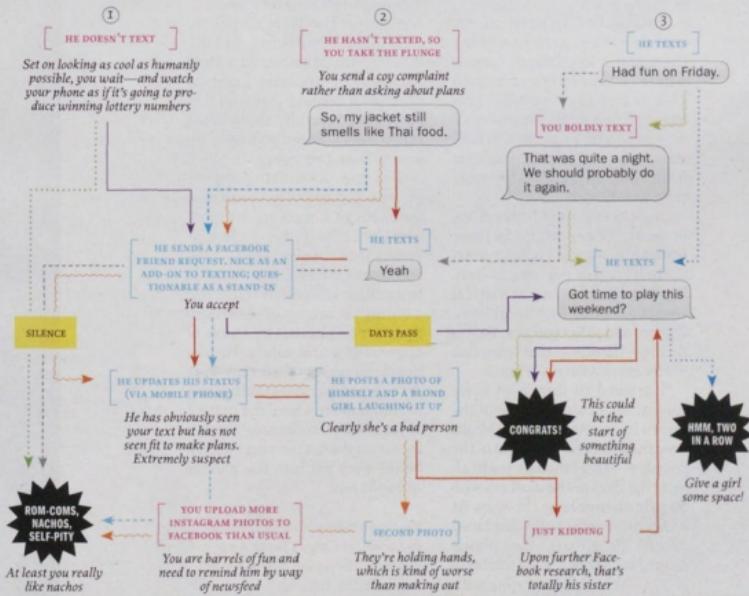
demanding performance. "You have this one shot. What am I going to say? Am I going to sound cool?" says my high school classmate Durie O. When texts replaced calls—now reserved for the most formal, familiar or time-sensitive communications—the game changed from conversation to composition. "You can sit there and think about each response," Durie says. Texters can compose bantier one witty line at a time without proposing plans or really putting themselves "out there."

But because text messages require little occasion and little time to craft—at least in theory—we expect a high volume of them. As daters, we are much more impatient. We assume that our attempts

to contact love interests are always immediately received and read. So we read more deeply and personally into each minute that passes while we're waiting for a response. It's an equation: Self-Esteem +1 / Hours You've Been Waiting for That Guy to Text You Back.

This transition has been better for the men. Lessons from *Swingers* aside, they are less likely to obsess over response time. The onus is typically on them to make contact, so they benefit most from this more removed means too. But for any even slightly neurotic person (e.g., most ladies I know), texts are as dangerous as they are lovely: they're fun but easy to misconstrue, inefficient but low-pressure, potentially swoon-inducing and potentially the road to a nice, comfy padded room. —K.S.

## THE DATE WAS GREAT. THEN THE TEXTING GAMES BEGIN



SCAN THIS PHOTO  
For a video on  
phones and  
photojournalism

# A CAMERA GOES ANYWHERE

Even to the depths of the mines at the heart  
of its circuitry By Michael Christopher Brown

**L**IKE MANY PHOTO-journalists, I've been shooting with my iPhone for a while. Using a mobile phone allows me to be somewhat invisible as a professional photographer; people see me as just another person in the crowd.

Invisibility is particularly useful in the eastern part of the Democratic Republic of Congo, where a potpourri of armed groups and governments have used conflict minerals as the latest way to help fund the warfare, atrocities and repression that have afflicted the area for more than a century.

The electronics industry is one of the main destinations for these minerals, which include tourmaline, cassiterite and coltan. They are used to make critical components of mobile phones, laptops and other gadgets. So it is fitting—if ironic—that I shot this entire essay with my iPhone.

I arrived in Congo in early August to document some of the mines in an attempt to highlight how the minerals travel out of the country—and how the trade affects the lives of the workers who handle them along the way. At a camp for internally displaced people in Kibati, the phone helped me shoot scenes unobtrusively. Taking photographs with

a phone also raises my awareness as a photographer. Instead of concentrating on camera settings and a large piece of equipment, I am better able to focus on the situation before me. It becomes more about how I feel and what I see.

In Congo, the effects of the mineral trade on every person's life—even the lives of people who aren't working at the mines—are palpable. At a Heal Africa clinic in Goma, I met an emaciated teenage girl who had been gang-raped by three Hutu militiamen allegedly funded by profits from the mines.

I'm not advocating giving up our gadgets. The causes of problems in Congo are far more complex. There are industry-sponsored programs like Solutions for Hope, which works to monitor the coltan trade. But auditing the origins of these minerals is complicated by issues of accessibility and safety. I'd like people to pause when they look at these photographs, taking time to think about where the material for modern technology comes from—and what lives are affected before they get into the phones in our hands.

**Key ingredients** A rock extracted in Numbi, in Congo's South Kivu province. Miners are hunting for ore with valuable minerals





Photographs by Michael Christopher Brown for TIME



**Digging deep** A Numbi worker shovels for coltan and cassiterite, both key to electronic circuitry, as well as tourmaline, which helps regulate electrical charges in high-tech consumer devices



**The basis of your smart phone** Above: a Congolese fighter near Lake Kivu. Left, from top: Numbi miners; a buyer ready to make a deal for ore; off to a day of digging; precious bits of tourmaline

# TOYS GET UNPLUGGED

Our tech columnist picks gadgets that belong in your mobile survival kit By Harry McCracken

## SCAN PHOTO

For a video on extreme mobile tech

### FITBIT ULTRA

The thumb-drive-size Ultra is designed to be your constant fitness companion. Clip it on and it counts the steps you take, tracks the hours you sleep and uploads a bevy of stats to Fitbit.com for your perusal. \$99.95



### POWERBAG DELUXE BACKPACK

The more gizmos you've got, the greater the appeal of this bag. Its built-in battery lets you charge your tablet, phone and other devices—up to four at a time—without missing a step. \$169.99



### SHURE SE115M+

In the Bluetooth era, this wired headset may look a tad retro. It's one less thing to recharge, though. And the sound-isolating earbuds do a magnificent job of blocking out everything except your music or phone call. \$119.99



### LOGITECH ULTRA-THIN KEYBOARD COVER

If thudding your fingertips against the iPad's glass screen isn't your idea of comfy typing, get this superportable wireless keyboard. It snaps on magnetically and runs for months on a charge. \$99.99

### JAWBONE JAMBOX

Since your phone can hold your entire music library, here's an easy way to turn it into a mini boom box. This tiny wireless speaker works with Bluetooth-equipped devices and doubles as a speaker-phone. \$199.99



### EYE-FI

These marvels of miniaturization are SD memory cards with built-in wi-fi. Plug one into your digital camera and you can zap photos wirelessly to your PC, phone or tablet—or straight to sites such as Facebook, YouTube and Flickr. \$39.99 to \$99.99



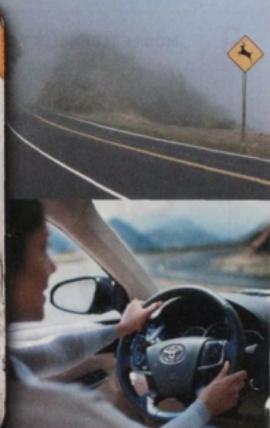
### COOL APPS TOO!

**\* TripIt** For travelers, TripIt is a must-have app. It turns confirmation e-mails into detailed, shareable itineraries, and the Pro version alerts you to changes like last-minute airport-gate switches. TripIt Pro: \$49 a year

**\* HipGeo** Available for iPhone and Android, this Twitter-esque travel-blogging app lets you preserve and share memories from your adventures as they happen—in words and pictures. The iPhone version does video too. Free

# IT'S READY FOR THAT DEER THAT'S GOING TO RUN OUT IN FRONT OF YOUR CAR IN 3, 2... ARE YOU?

THE STAR SAFETY SYSTEM.<sup>TM</sup> STANDARD ON  
THE REINVENTED 2012 CAMRY.



CAMRY



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# GADGETS GO TO CLASS

Instead of banning kids' phones, some schools are starting to embrace them By John Cloud

**E**VEN THOUGH THE VAST majority of students own cell phones—something like 80% by eighth grade—more than half of schools prohibit the use of any mobile device. And yet a few pioneering administrators are considering a new approach called BYOT—bring your own technology. BYOT offers an elegant solution to an old problem. Instead of outlawing kids' devices, BYOT policies allow kids to take their phones or tablets to class and use them not just to Instagram stupid photos from Friday night but also to engage with one another in classroom lessons.

To many parents who use a cell phone to juggle the obligations of work and family and Words with Friends, school bans on phones can seem ridiculous. Even a first-generation iPhone is more powerful than some computer labs' ancient desktops. Putting a new laptop at every desk can cost hundreds of dollars per student, so tapping into the tech that kids already have seems like a no-brainer. Why can't schools turn those devices into learning tools?

A small but growing number of schools are giving it a try. Some districts—such as those in Meriden, Conn.; Allen, Texas; and Hanover, Pa.—have

developed BYOT policies that allow kids not only to take their mobile devices to school but also to access school networks. The districts—all in relatively wealthy enclaves where a new iPad causes no stir—enforce strict rules. Kids can use devices only with a teacher's permission; activating a screen during tests can be grounds for expulsion.

Companies like Avaya and HP, as well as many smaller players, are racing to develop in-classroom apps for mobile devices. One idea is that a teacher presenting a math problem can ensure that every student has responded and then compare the answers. It's not as convoluted as it sounds. At many colleges, professors are using clickers—remote-control-like devices that let students answer questions from their seats—to gather real-time information about whether students are comprehending lessons.

Cell phones are the easiest fit for BYOT. Even for kids from poor neighborhoods, cell phones have become nearly biological appendages. Ask 10th-graders about, say, mitochondria, and they can deploy a phone to give an answer in seconds. Do you really expect them to walk over to that dusty shelf with the *Britannicas*?

Many parents want their kids constantly connected for safety



## Too Young to Text?

Deciding the right age

How young is too young for a cell phone? A YouthBeat survey from the first six months of 2012 found that 13% of children ages 6 to 10 already own one. But 12 is the

most common age for first-phonedom; that's when 18% of kids get theirs. "Middle school is the clear-cut time in my mind," says Gwenn O'Keefe, a pediatrician who last

FIGURE 1.31

The structure of DNA. The backbone of each chain, shown as a blue zigzag, is composed of alternating sugar and phosphate molecules that connect the nucleotides. The two chains are held together by specific atoms of hydrogen bonding, when two pairs of bases—A to T and G to C—align. The chains can switch a chemical twist to form a double helix. The diameter of the double helix is approximately the length of a double-ring A or G base (adenine or guanine). A G base (adenine) makes pairs with a single-ring T or C base (cytosine). There are 10 pairs of hydrogen bonds per turn of the helix, and only a small portion of a model of a DNA molecule is shown.

FIGURE 1.32

A model of a folded RNA molecule showing the single and double-stranded regions. Most of the molecule is single stranded, but the shaded region shows hydrogen bonding between the strands, which forms a double-stranded region. Note the four bases in RNA.

reasons, and, of course, teachers and administrators have their own devices. Teachers look away when kids pull phones from backpacks during lunch, but the classroom remains a contested arena. That's partly because school officials fear getting caught up in lawsuits. "The technology has great promise, but it has created huge legal issues for school districts," says Daniel Domenech, executive director of the American Association of School Administrators. "Some kids use their phones to bully students or to sext or make inappropriate phone calls."

One concern is that schools could run afoul of the Children's Internet Protection Act (CIPA), which President Bill Clinton signed in 2000. The law says schools can lose federal funding if they don't adequately monitor the online activities of minors. CIPA predicated smart phones and social networking, but administrators must hold to its letter. If, say, a student tweets something from a locker room that is gross and compromising, cops could arrive.

BYOT also raises equality issues. It's true that most kids have cell phones, but they aren't necessarily carrying smart phones that

year co-wrote an American Academy of Pediatrics (AAP) report on children and social media. "There's a huge developmental leap between fourth and eighth grades." When will your child be ready? Here are some factors for parents to consider:

**PEOPLE SKILLS.** Too much texting can dull kids' social sense, says Gary Small, a professor of psychiatry at the UCLA School of Medicine and a co-author of *iBrain*. "Our brains evolved to communicate face to face," he says. "A lot of this is lost with texting."

**RADIATION.** Studies on the effects of the nonionizing radiation emitted by cell phones have been inconclusive. Still, the AAP asked the Federal Communications Commission in July to reassess the standards for children out of concern about the impact

are capable of running elaborate apps. Some families can't afford a cell phone of any type. School districts can lend devices to students who have less money. But the choice may create a high-tech version of who's on the free-lunch list in the cafeteria.

Tech advocates are convinced that it's worth the trouble. "Parents are desperate for kids to be prepared for the jobs of the future," says Julie Evans, executive director of Project Tomorrow, a nonprofit that studies how to use mobile tech in schools and is partly funded by HP. "We have to create a classroom experience with the tools they already own. If we do that, they won't wander off into Facebook or play a game." When Project Tomorrow studied a classroom pilot project in North Carolina, it found that students who had used the mobile devices to collaborate on school projects scored better on standardized tests than kids who hadn't.

Those test scores are at once encouraging and dispiriting. Any parent knows that mobile devices erase the idea of separation between work and home. Kids may be right that using their mobiles at school will be fun—but they might feel a little less fun when deployed to do homework. ■

## EDUCATION APPS

### MOTION MATH

Learn addition with hungry puppies and multiplication with (nonangry) birds

### TOONASTIC

Kids choose their characters, story arcs and even emotionally themed background music and can share the cartoons online

### BRAINPOP

Animated videos illuminate such wide-ranging topics as sharks, game theory and acne

# DISEASE CAN'T HIDE

How cheap phones—and quick thumbs—are saving lives in Uganda By Belinda Luscombe

**A**CCURATE BOOKKEEPING is on nobody's list of heroic acts. But without it, some revolutions are impossible, including the overhaul of a nation's health care infrastructure. And Uganda's health care system needs quite an overhaul. There aren't enough doctors, just 131 hospitals serve nearly 36 million people, and children are dying of treatable diseases, especially malaria, which accounts for up to 40% of medical visits and almost a quarter of deaths among kids under 5.

The Ugandan Ministry of Health and various NGOs have tried to address the issue with smaller clinics and volunteer village health team workers, some of whom dispense drugs. Malaria can be held at bay with artemisinin-based combination therapies (ACTs). But too often, Ugandans who turn up at local clinics cannot get them. There isn't a shortage of medicine, but supply lines to the clinics have gotten snarled or the drugs have been diverted to private clinics. Without accounting, it's impossible to untangle the knot.

While Uganda may not have enough hospitals, it's well served by cellular carriers. A third of Ugandans have mobile phones, which are widely shared. They're not smart phones—the only app most of these \$7 handsets offer is a flashlight—but they can send texts.

For all the apps and gee-whiz features of phones, their ultimate transformative power is the ability of one person, no matter where he or she is, to communicate with another. In developing nations, the simple text message represents a quantum leap in connectivity.

In a new initiative called mTrac, mostly sponsored by UNICEF, health workers are using these phones to text details of drug supplies and disease outbreaks that they had previously put on paper. This information is amassed and coded into a kind of online dashboard so that public-health officials can see in real time what's going on. "It's easy to track who has a lot of medicine and who has none and to move the stock from one clinic to the next," says Nabukalu Hasipher, a records assistant at the Mpigi district health office. "Before, I had to call each and every one."

Of course, the texts are useless if they're not accurate. And local health clinics aren't eager to report gaps in service. So the system has an alternate stream of data: crowdsourcing. "It's a toll-free SMS complaints hotline," explains Sean Blaschke, who leads UNICEF's health-innovation work in Africa. "Anyone who wants to report a problem about health care delivery can anonymously send information to a call center." These complaints are collated, checked out and added to the region's dashboard.

And finally, UNICEF has



**Data collection Workers at the Nindye Health Center put together details of diseases and drug supplies to be sent by text message to the district office**





## HEALTH ON THE GO

Examples of texts sent to the 340,000 U-reporters in Uganda to gather data

If you get water from a well, borehole or community tap, is it working today? YES or NO and include VILLAGE name.

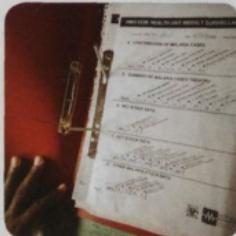
Hi U-reporters. Go to your local health centre and tell us: Do they give free HIV/AIDS tests? Report YES or NO and HEALTH CENTER NAME

What cooking fuel is used by most people in ur community?

- 1. Electricity,
- 2. Kerosene,
- 3. Firewood,
- 4. Charcoal,
- 5. Biogas,
- 6. Others.

Reply with number.

U-reporter: How r the roads in ur district? Answer ONLY 1 of the following: a)Very Good b)Good c)OK d) Bad e)Very Bad. We'll let u know the best and worse districts



**Spreading the word** Clockwise from top left, a midwife and nursing assistant in Nindye; a community health worker visits homes in a T-shirt promoting the toll-free complaint number; a report before it's converted into a text message



recruited about 140,000 members to a kind of SMS social-networking group called U-report. Communicating entirely by text, U-reporters, who join the group much as people join Facebook, send and receive information about development issues, including health. These texts can be targeted; mothers can be alerted to free vaccinations in their area, for example.

One of the tripartite system's key strengths is that for an innovation so digital, it's actually low tech. This means the ongoing cost of mTrac to the Ugandan Ministry of Health appears to be negligible. UNICEF, the World Health Organization and the U.K.'s Department for International Development provided the initial capital, including money for building the software, training workers and setting up the Internet, but the workers use their own phones. UNICEF estimates the Health Ministry's outlay to be about \$14 per district per month.

If the costs are slight, the value

isn't. In January, the health team in the Kotido district noticed an uptick in reported cases of pneumonia. Upon investigation, it found that a village health team worker was misdiagnosing the disease and that patients were being treated with unnecessary and costly antibiotics. The mistake was spotted and fixed within weeks. (The worker was retrained.) The community hotline was also engaged after the Ebola outbreak in Kibale in July killed 17 people, mostly disproving reports of further cases and limiting public hysteria.

The mTrac program is under way in clinics in 57 of Uganda's 113 districts; the other 56 should be added this year. Initially, about 8,000 village health team workers are being trained. Some texters, says Blaschke, can send in their reports in five minutes. Others have never used cell phones for anything except pressing the green button to make a call.

The further uses to which this

method of data collection and bookkeeping can be put are myriad; Blaschke hopes to track and treat a multitude of problems. "In the past, in order for UNICEF to know, for example, how many water boreholes were working, we'd have to spend a couple of hundred thousand dollars sending a team out for months to do surveys," he says. "We could now do that in 24 hours for a hundredth of the price—and involve community members in the process and better represent their needs."

mTrac is certainly not a cure-all; having the details of a problem at your fingertips is by no means the same as having a solution. The Ministry of Health has 1,000 reports coming in weekly and sometimes struggles to respond. And the ability to reach public officials—who have gone on to TV and radio to address the concerns raised on U-report—has changed expectations among people who formerly felt they had no voice. "In a way," says Blaschke, "it's remaking the social contract between government and its citizens."

Which sounds quite a lot like a revolution.



## DOES BREATHING WITH COPD WEIGH YOU DOWN? SPIRIVA CAN HELP.

SPIRIVA is the only once-daily inhaled COPD treatment that does the following:

- Helps relax & open airways for 24 hours
- Helps reduce COPD flare-ups

And, SPIRIVA is steroid-free.

If you have COPD [chronic obstructive pulmonary disease], which includes chronic bronchitis and emphysema, you know how difficult it can be to breathe. While nothing can reverse COPD, SPIRIVA relaxes your airways to help you breathe better. Talk to your doctor about lifestyle changes and SPIRIVA.

### IMPORTANT SAFETY INFORMATION

Do not use Spiriva® HandiHaler® if you are allergic to tiotropium or ipratropium (e.g., Atrovent®) or any of the ingredients in SPIRIVA. If your breathing suddenly worsens, your face, throat, lips, or tongue swells, you get hives, itching or rash, stop taking SPIRIVA and seek immediate medical help.

SPIRIVA HandiHaler is not a rescue medicine and should not be used for treating sudden breathing problems.

Do not swallow SPIRIVA capsules. The contents of the capsule should only be inhaled through your mouth using the HandiHaler device.

If you have vision changes or eye pain or if you have difficulty passing urine or painful urination, stop taking SPIRIVA and call your doctor right away.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088. Learn more at [SPIRIVA.COM](http://SPIRIVA.COM), or call 1-877-SPIRIVA.



Tell your doctor if you have glaucoma, problems passing urine or an enlarged prostate, as these may worsen with SPIRIVA. Tell your doctor if you have kidney problems or are allergic to milk proteins. Ask your doctor if you are not sure. Also discuss with your doctor all the medicines you take, including eye drops.

The most common side effect with SPIRIVA is dry mouth. Others include constipation and trouble passing urine. For a complete list of reported side effects, ask your doctor or pharmacist.

### INDICATION

SPIRIVA HandiHaler is a prescription medicine used once each day [a maintenance medicine] to control symptoms of COPD by relaxing your airways and keeping them open. SPIRIVA HandiHaler also reduces the likelihood of flare-ups and worsening of COPD symptoms (COPD exacerbations).

ASK YOUR DOCTOR ABOUT BREATHING BETTER.

Once-Daily  
 SPIRIVA® HandiHaler®  
(tiotropium bromide inhalation powder)

## Patient Information

**SPIRIVA® (sperm REE vah) HandiHaler®**  
(tiotropium bromide inhalation powder)



Do NOT swallow SPIRIVA capsules.

**Important Information:** Do not swallow SPIRIVA capsules. SPIRIVA capsules should only be used with the HandiHaler device and inhaled through your mouth (oral inhalation).

Read the information that comes with your SPIRIVA HandiHaler before you start using it and each time you refill your prescription. There may be new information. This leaflet does not take the place of talking with your doctor about your medical condition or treatment.

### What is SPIRIVA HandiHaler?

- SPIRIVA HandiHaler is a prescription medicine used each day (a maintenance medicine) to control symptoms of chronic obstructive pulmonary disease (COPD), including chronic bronchitis and emphysema.
- SPIRIVA HandiHaler helps make your lungs work better for 24 hours. SPIRIVA HandiHaler relaxes your airways and keeps them open. You may start to feel like it is easier to breathe on the first day, but it may take longer for you to feel the full effects of the medicine. SPIRIVA HandiHaler works best and may help make it easier to breathe when you use it every day.
- SPIRIVA HandiHaler reduces the likelihood of flare-ups and worsening of COPD symptoms (COPD exacerbations). A COPD exacerbation is defined as an increase or new onset of more than one COPD symptom such as cough, mucus, shortness of breath, and wheezing that requires medicine beyond your rescue medicine.

**SPIRIVA HandiHaler is not a rescue medicine and should not be used for treating sudden breathing problems.** Your doctor may give you other medicine to use for sudden breathing problems.

It is not known if SPIRIVA HandiHaler is safe and effective in children.

### Who should not take SPIRIVA HandiHaler?

**Do not use SPIRIVA HandiHaler if you:**

- are allergic to tiotropium, ipratropium (Atrovent®), or any of the ingredients in SPIRIVA HandiHaler. See the end of this leaflet for a complete list of ingredients in SPIRIVA HandiHaler.

Symptoms of a serious allergic reaction to SPIRIVA HandiHaler may include:

- raised red patches on your skin (hives)
- itching
- rash
- swelling of the face, lips, tongue, and throat that may cause difficulty in breathing or swallowing

If you have these symptoms of an allergic reaction, stop taking SPIRIVA HandiHaler and call your doctor right away or go to the nearest hospital emergency room.

### What should I tell my doctor before using SPIRIVA HandiHaler?

**Before taking SPIRIVA HandiHaler, tell your doctor about all your medical conditions, including if you:**

- have kidney problems.
- have glaucoma. SPIRIVA HandiHaler may make your glaucoma worse.
- have an enlarged prostate, problems passing urine, or a blockage in your bladder. SPIRIVA HandiHaler may make these problems worse.
- are pregnant or plan to become pregnant. It is not known if SPIRIVA HandiHaler could harm your unborn baby.
- are breast-feeding or plan to breast-feed. It is not known if SPIRIVA HandiHaler passes into breast milk. You and your doctor will decide if SPIRIVA HandiHaler is right for you while you breast-feed.
- have a severe allergy to milk proteins. Ask your doctor if you are not sure.

**Tell your doctor about all the medicines you take,** including prescription and non-prescription medicines and eye drops, vitamins, and herbal supplements. Some of your other medicines or supplements may affect the way SPIRIVA HandiHaler works. SPIRIVA HandiHaler is an anticholinergic medicine. You should not take other anticholinergic medicines while using SPIRIVA HandiHaler, including ipratropium. Ask your doctor or pharmacist if you are not sure if one of your medicines is an anticholinergic.

Know the medicines you take. Keep a list of your medicines with you to show your doctor and pharmacist when you get a new medicine.

### How should I take SPIRIVA HandiHaler?

- Use SPIRIVA HandiHaler exactly as prescribed. Use SPIRIVA HandiHaler one time every day.
- Read the "Instructions for Use" at the end of this leaflet before you use SPIRIVA HandiHaler. Talk with your doctor if you do not understand the instructions.
- **Do not swallow SPIRIVA capsules.**
- **Only use SPIRIVA capsules with the HandiHaler device.**
- **Do not use the HandiHaler device to take any other medicine.**
- SPIRIVA HandiHaler comes as a powder in a SPIRIVA capsule that fits the HandiHaler device. Each SPIRIVA capsule, containing only a small amount of SPIRIVA powder, is one full dose of medicine.
- Separate one blister from the blister card. Then take out one of the SPIRIVA capsules from the blister package right before you use it.
- After the capsule is pierced, take a complete dose of SPIRIVA HandiHaler by breathing in the powder by mouth two times, using the HandiHaler device (take 2 inhalations from one SPIRIVA capsule). See the "Instructions for Use" at the end of this leaflet.

- Throw away any SPIRIVA capsule that is not used right away after it is taken out of the blister package. Do not leave the SPIRIVA capsules open to air; they may not work as well.
- If you miss a dose, take it as soon as you remember. Do not use SPIRIVA HandiHaler more than one time every 24 hours.
- If you use more than your prescribed dose of SPIRIVA HandiHaler, call your doctor or a poison control center.

### What should I avoid while using SPIRIVA HandiHaler?

- Do not let the powder from the SPIRIVA capsule get into your eyes. Your vision may get blurry and the pupil in your eye may get larger (dilate). If this happens, call your doctor.
- SPIRIVA HandiHaler can cause dizziness and blurred vision. Should you experience these symptoms you should use caution when engaging in activities such as driving a car or operating appliances or other machines.

### What are the possible side effects of SPIRIVA HandiHaler?

**SPIRIVA HandiHaler can cause serious side effects, including: Allergic reaction.** Symptoms may include:

- raised red patches on your skin (hives)
- itching
- rash
- swelling of the lips, tongue, or throat that may cause difficulty in breathing or swallowing

If you have these symptoms of an allergic reaction, stop taking SPIRIVA HandiHaler and call your doctor right away or go to the nearest hospital emergency room.

- **Sudden narrowing and blockage of the airways into the lungs (bronchospasm).** Your breathing suddenly gets worse.

If you have these symptoms of bronchospasm, stop taking SPIRIVA HandiHaler and call your doctor right away or go to the nearest hospital emergency room.

- **New or worsened increased pressure in the eyes (acute narrow-angle glaucoma).** Symptoms of acute narrow-angle glaucoma may include:

- eye pain
- blurred vision
- seeing halos (visual halos) or colored images along with red eyes

Using only eye drops to treat these symptoms may not work. If you have these symptoms, stop taking SPIRIVA HandiHaler and call your doctor right away.

- **New or worsened urinary retention.** Symptoms of blockage in your bladder and/or enlarged prostate may include: difficulty passing urine, painful urination.

If you have these symptoms of urinary retention, stop taking SPIRIVA HandiHaler and call your doctor right away.

Other side effects with SPIRIVA HandiHaler include:

• upper respiratory tract infection	• indigestion
• dry mouth	• runny nose
• sinus infection	• constipation
• sore throat	• increased heart rate
• non-specific chest pain	• blurred vision
• urinary tract infection	

These are not all the possible side effects with SPIRIVA HandiHaler. Tell your doctor if you have any side effect that bothers you or that does not go away.

Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

### How do I store SPIRIVA HandiHaler?

- **Do not store SPIRIVA capsules in the HandiHaler device.**
- Store SPIRIVA capsules in the sealed blister package at room temperature between 60°F to 77°F (20° to 25°C).
- Keep SPIRIVA capsules away from heat and cold (do not freeze).
- Store SPIRIVA capsules in a dry place. Throw away any unused SPIRIVA capsules that have been open to air.

Ask your doctor or pharmacist if you have any questions about storing your SPIRIVA capsules.

**Keep SPIRIVA HandiHaler, SPIRIVA capsules, and all medicines out of the reach of children.**

### General information about SPIRIVA HandiHaler

Medicines are sometimes prescribed for purposes other than those listed in Patient Information leaflets. Do not use SPIRIVA HandiHaler for a purpose for which it has not been prescribed. Do not give SPIRIVA HandiHaler to other people even if they have the same symptoms that you have. It may harm them.

For more information about SPIRIVA HandiHaler, talk with your doctor. You can ask your doctor or pharmacist for information about SPIRIVA HandiHaler that is written for health professionals.

For more information about SPIRIVA HandiHaler, go to [www.SPIRIVA.com](http://www.SPIRIVA.com) or call Boehringer Ingelheim Pharmaceuticals, Inc. at 1-800-542-6257 or (TTY) 1-800-459-9906.

### What are the ingredients in SPIRIVA HandiHaler?

Active ingredient: tiotropium Inactive ingredient: lactose monohydrate

If you or someone you know needs help paying for medicine, call 1-888-4PPA-NOW (1-888-477-2669). Or go to [www.paxx.org](http://www.paxx.org)



Partnership for  
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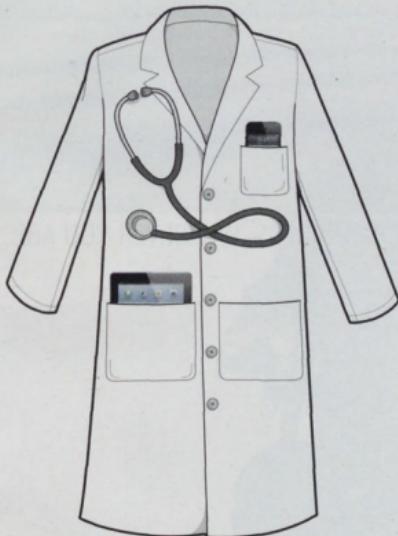


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# IPAD, M.D.

In hospitals, tablets save serious time—and let patients see their health in high res

By Kate Pickert



**S**IGNS BARRING CELL phone use are a familiar sight to anyone who has ever sat in a hospital waiting room. But the growing popularity of electronic medical records has forced hospital-based doctors to become dependent on computers throughout the day, and desktops—which keep doctors from bedside—are fast giving way to wireless devices.

As clerical loads increased, “something had to give, and that was always face time with patients,” says Dr. Bhakti Patel, a former chief resident in the

University of Chicago’s internal-medicine program. In fall 2010, she helped launch a pilot project in Chicago to see if the iPad could improve working conditions and patient care. The experiment was so successful that all internal-medicine residents at the university now get iPads when they begin the program. Johns Hopkins’ internal-medicine program adopted the same policy in 2011. Medical schools at Yale and Stanford now have paperless, iPad-based curriculums. “You’ll want an iPad just so you can wear this” is the slogan for one of the new lab coats designed with large pockets to accommodate tablet computers.

A study of the University of Chicago iPad project published in the *Archives of Internal Medicine* found that patients got tests and treatments faster if they were cared for by iPad-equipped residents. Many patients also gained a better understanding of the ailments that landed them in the hospital in the first place.

With a tablet, “if you tell someone they have pulmonary edema, you can pull up an abnormal chest X-ray, which is theirs, and a normal X-ray and say, ‘Your lung is full of fluid, and that’s why you’re short of breath,’” says Dr. Micah Prochaska, a second-year resident at the University of Chicago.

Smart phones, too, are changing medicine. Dr. John Halamka, a Harvard professor and the chief information officer for Beth Israel Deaconess Medical Center in Boston, is a toxicologist specializing in mushroom poisoning. About 300 times a year, he is called to consult on cases. “Wherever I am in the world at any time of day, I will be able to identify the species and, through a remote consultation purely via iPhone, be able to come up with a treatment plan for the patient,” he says.

Even without institutional support, clinicians are using mobile devices more. Halamka estimates there are about 1,000 iPads in use at his hospital every day, none purchased by the medical center.

## Three Myths About Cell Phones. A skeptic's guide

**1. THEY'RE MORE ADDICTIVE THAN CRACK.** The BlackBerry isn't just a clever nickname. In a recent study, people reported that they found it harder to resist checking social networks than to say no to alcohol or cigarettes. But that's not because e-mails produce so many feel-good brain chemicals; it's because e-mail is cheap and easy to check. The same study found that participants had a stronger urge to do work than to e-mail or surf the Web.

**2. THEY'RE DULLING OUR MEMORY.** With smart phones, we can look up anything at any time, leading to concerns that our reliance on the magic answer box will make it harder to recall details on our own. Even though researchers found that people remembered where facts were stored on a computer better than the actual data, that isn't evidence of less memory—just of a different kind.

**3. SHORT TEXTS ARE A PRODUCT OF SHORTENED ATTENTION SPANS.** The father of cell-phone texting, Friedhelm Hillebrand, didn't limit texts to 160 characters because of our brains. He did it because of the telecom industry's bandwidth limits. He studied earlier communications and found that most post-cards and telex messages used fewer than 160 characters. —MAIA SZALAVITZ



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# The Culture

**58 POP CHART** The most expendable Expendable

**60 THEATER** Jerry Lewis' last crusade / **64 BOOKS** The season of gone girls / **65 MOVIES** Robert Pattinson, solo

Jerry Lewis is directing  
a new *Nutty Professor*  
musical in Nashville

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# Pop Chart



## GOOD WEEK/ BAD WEEK

### Jennifer Aniston

The actress got engaged to boyfriend Justin Theroux

### Anderson Cooper

The CNN anchor's longtime boyfriend was snapped kissing another man



## DRINKS

### Blazing a Trail

Canteens? How passé. Starting next month, thirsty backpackers can imbibe pomegranate cola, ginger ale and more, thanks to Alaska-based Pat's Backcountry Beverages, which is releasing a line of lightweight carbonator bottles and soda-concentrate packets. (Just add water!) Bonus: beer concentrates—yes, beer—will be available in 2013.

## DUBIOUS HONORS

### The Most Expendable Expendables

There are more than 10 ass-kicking action heroes in *The Expendables 2*, including Chuck Norris, Arnold Schwarzenegger, Jason Statham and Bruce Willis. And chances are they won't all survive to the end of the film, let alone the inevitable sequel. But who's the most superfluous star of all? Here's how TIME.com readers voted.



## THIS NEW HOUSE

Who says cramped quarters can't be chic? The Hus-1, a 269-sq.-ft. prototype home from Swedish architect Torsten Ottesjö, touts convex walls, sleeping quarters big enough for two and an exterior made of lightweight wood. No word on a built-in cure for cabin fever, though.



## REVIEWS

### ON TIME.COM

For our takes on Robot and Frank, left, Cosmopolis and more, visit [time.com/entertainment](http://time.com/entertainment)

**\$906,250.56**



## OH, SNAP!

Amount that rapper turned reality star Flavor Flav owes in unpaid taxes dating back to 2004, according to TMZ.



**SIM CITY** Chris Ware's latest graphic "novel," *Building Stories*, above, explores a fictional Chicago setting and its residents through 14 physical objects, including newspapers, pamphlets and books. Even the box itself, left, is part of the fun: one side is a comic strip. (Pantheon Books, \$50)

## QUICK TALK

### Jordin Sparks

"I've lived a lot of what she's gone through," says Sparks, 22, of the character she plays in *Sparkle*: an ingénue singer trying to make it in 1960s Motown (albeit without help from *American Idol*, which Sparks won in 2008). Here, she lets loose with *TIME*. —DAN MACSAI

**Your last name is Sparks. Your character's name is Sparkle. Is that just an awesome coincidence?** Yes! When I read the script, I was just like, Jordin Sparks as Sparkle. Hmm. It's got a nice ring to it. I think I said that too when I walked into the casting room, which was like, Great, you just put your foot in your mouth. Be quiet! **"Sparkles is Sparkle." It would make a great tagline.** That's O.K. We'll just keep it the way it is. **You were one**



**of the last people to work with Whitney Houston—who plays your mother—before she died. What was that like?** She's this amazing, amazing superstar, and she could've just been like, I'm going to come here, read my lines and go away. I'm not gonna talk to anybody. But she wanted to get to know all of us. She was so humble and so open, which really set a great tone for the set. It was a blessing. **You've been dating R&B singer Jason Derulo for over a year now. Any plans to collaborate?** We've worked on a couple songs already! He has definitely inspired me. His work ethic is like none I've seen. But I'm pretty competitive by nature, so if he's like, I'm going to do 12 hours in the studio, I'm like, Well, I'm gonna do this amount. **This is going to escalate until you're both just sleeping there.** Exactly!



## ECONOMICS

### Nailing It

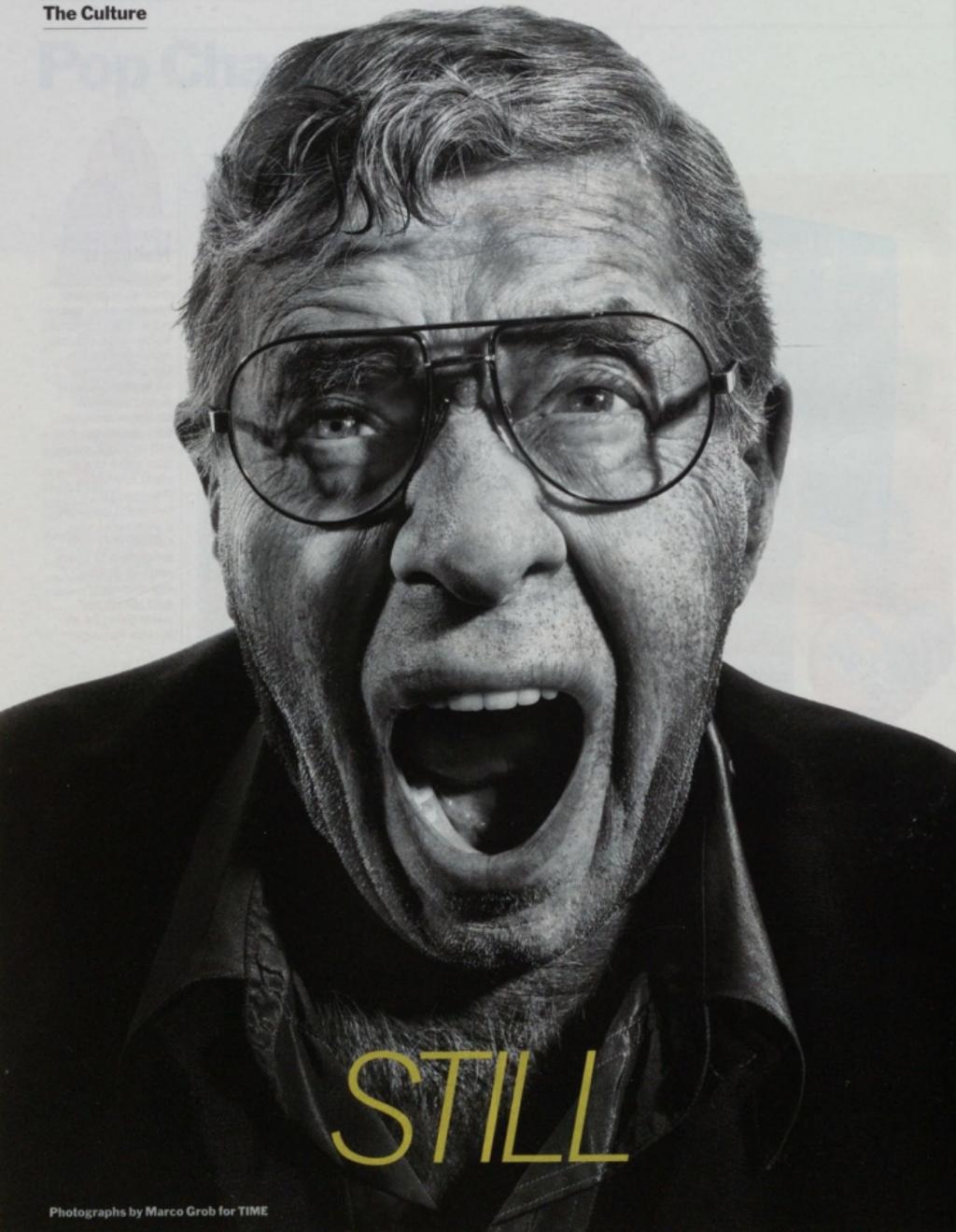
We know the recession persists because of ... nail polish? So it seems! Sales of the cheapie item—which, like the sales figures for lipstick, tick up during economic slumps—rocketed 68% during the first half of 2012, more than sales of any other cosmetic. One catalyst: Deborah Lippmann, a manicurist who collaborates with celebrities to make and sell shades like shimmering gold (Cher) and sheer pink (Sarah Jessica Parker).

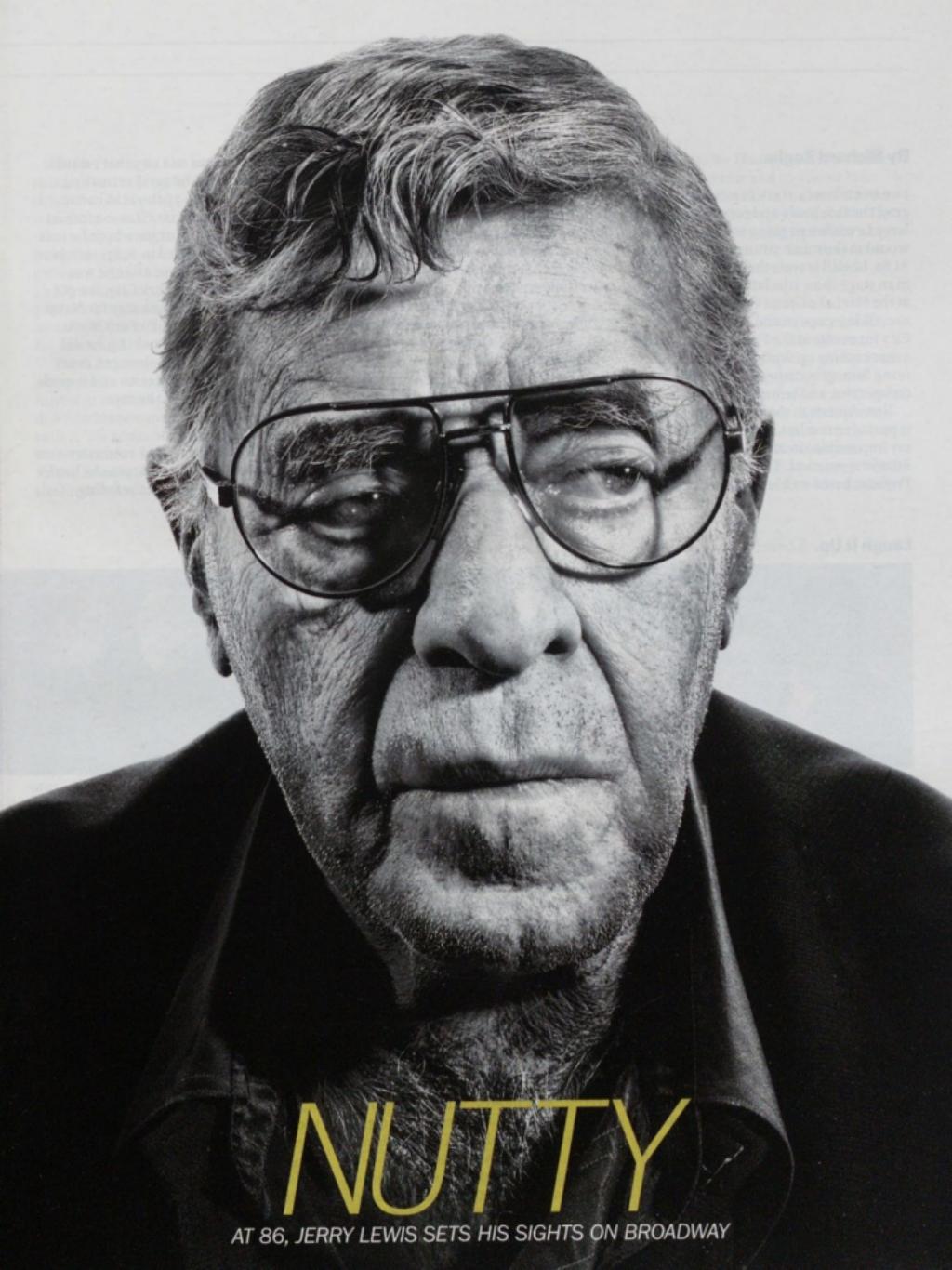
## 3 THINGS YOU DON'T HAVE TO WORRY ABOUT THIS WEEK

**1. Modesty in the friendly skies.** A Vietnamese airline was fined for putting up a bikini fashion show during a flight.

**2. The resilience of D-list soldiers.** NBC refuses to cancel the boot camp reality show *Stars Earn Stripes*—with Nick Lachey and Todd Palin, among others—that some say sanitizes war.

**3. Waning fanaticism for Taylor Swift.** Her new single "We Are Never Ever Getting Back Together" topped the iTunes sales chart just 50 minutes after its release—a new record.





# NUTTY

AT 86, JERRY LEWIS SETS HIS SIGHTS ON BROADWAY

By Richard Zoglin

THE DYED-BLACK HAIR IS NOW FULLY gray, the face jowly and furrowed, but Jerry Lewis keeps going at a pace that would make much younger men wheeze. At 86, he still travels the U.S. to do a one-man stage show (the latest, in early July, at the FireLake Grand Casino in Shawnee, Okla.); pops in and out of New York City for events at the Friars Club, which keeps coming up with new ways of honoring him; gets rushed to the hospital; recuperates; and bounces back for more.

Now America's most outspoken clown is pursuing one last, and some would say impossible, dream: to direct his first Broadway musical. The show is *The Nutty Professor*, based on his 1963 movie about

the Muscular Dystrophy Association (MDA) telethon, his annual Labor Day showcase for 45 years. The breakup was abrupt and mysterious. First the MDA announced that Lewis was retiring from his on-air role but would make a goodbye appearance at the end of the show. Then, after a few weeks, came a curt announcement that he would not appear to say goodbye after all and had resigned as the MDA's national chairman.

The circumstances have not been explained, and Lewis still won't talk about it. "That's not a place I want to go to," he says when I raise the subject. "Because if I go there, you'll never get me back." But bitterness obviously remains. "It's not that I don't want to talk about it. But I have already ingested all that

("Now I've moved to a city that's double worse than that," he says), retreating occasionally to his 75-ft. yacht in San Diego. His second wife, Sam—a former dancer 25 years his junior whom he met in Miami and married in 1983—tends to him devotedly. In June, after he was hospitalized in New York City, she got him to trim a three-week stay for *Nutty Professor* rehearsals and return home. "Got him some home cooking, he did physical therapy to get stronger, every day at home for a few weeks, and it made a world of difference," she says.

#### One-Man Show

THERE'S SOMETHING BOTH POIGNANT AND heroic about Lewis these days as he battles age, physical frailties and the fading

#### Laugh It Up. A brief history of Jerry Lewis on stage and screen



With Dean Martin in *My Friend Irma*, 1949



Director-star: *The Bellboy*, 1960



*The Nutty Professor*, 1963



Reuniting with Martin onstage, 1976

a nerdy chemistry professor who transforms, Jekyll-and-Hyde-like, into a sleazy, lady-killing lounge singer named Buddy Love, and it has brought him for much of a very hot summer to Nashville, where he's mounting a production of the show at the Tennessee Performing Arts Center. The musical is better than you might expect, with a tuneful score by the late Marvin Hamlisch, a solid book by Rupert Holmes and a terrific lead performance by newcomer Michael Andrew, reprising Lewis' famous dual role under the guidance of the man who created it. "I'm walking a mile in an out-of-body experience," says Lewis. "This kid is going to be the biggest star ever on Broadway."

If so, it will be a triumph for Lewis as well, following what surely was the most humiliating blow in his long, protean and often combative career. A year ago, he was unceremoniously dumped as host of

I want from that whole f---ing adventure." Clearly he was forced out, and the cancellation of his farewell spot apparently came after he and the MDA brass couldn't agree on its length and format. (Jerry wanted it live; the MDA wanted it taped.) Without him, the telethon seems to be withering. This year's show will be a mere three hours long (down from last year's six and from 21-plus in the Lewis era), with no announced host and no tally board tallying donations. "We honor Jerry Lewis, we admire the work he's done for us, and we respect his decision to retire," says interim MDA president Valerie Cwik. Yet nowhere in the press announcement of this year's show is the name Jerry Lewis mentioned.

Nonetheless, Lewis seems to have moved on, focused and re-energized. He lives in Las Vegas, where he settled 33 years ago to escape the Los Angeles traffic

memories of his "Hey, Laaaaady!" glory days. He's had two mild heart attacks in the past six years. In June 2011 he had to cut short a personal appearance tour in Australia when he was hospitalized for exhaustion. Two months ago, he was rushed to the hospital again in New York after he fainted because of low blood sugar, the result of diabetes. He gets around with a motorized scooter (he can walk but needs help for long distances) and is so hard of hearing that he uses an earpiece contraption hooked up to a tape recorder to amplify voices. He can sometimes wander off the subject, lose his train of thought or grope for names—hardly unusual for an octogenarian but still frustrating. Perched on a director's chair in a theater dressing room in Nashville, he stops at one point in our conversation and asks for a pad of lined paper. On it he scrawls, a little shakily, a large number 75.

"Before I was 75," he says, "I would think of something in an interview like this—I wish I could remember what I was about to tell you, but I forgot. That's what's happening to me. I set up the story, but I'm forgetting the finish." An assistant hands him a glass of water, and he takes a sip. "Where's Mama?" he asks, looking around for Sam, who is usually by his side but has left briefly for an errand.

The famous ego is still on full display, along with a certain defensiveness and a hint of grievances unresolved. Asked to describe his one-man stage show, Lewis calls it "2½ hours of f---ing marvelous entertainment. I think what I give the audience is sensational." Why does he think the French are, famously, his biggest

tional heart-warmers like *The Notebook*. He hates digital special effects. "That's not movies," he says. "The thing that's missing is that when you see a hero in a movie, he's not really appreciating what he's done." He reaches for the name of director James Cameron. "What he's done with *Titanic* and all the accoutrements that go with it is amazing. Now he's got *Avatar*. The first week, they did as much money as all the other films did together. And it's a piece of s---. You should pardon my expression."

Lewis' annual Labor Day marathon of sentiment, self-regard and showbiz schmaltz made him for years something of a punch line. ("You know why they love Jerry Lewis in France?" a comedian told me not long ago. "In France,

*A Method to the Madness*. Richard Belzer, a stand-up comic and co-star of *Law & Order*, has developed a close, almost father-son relationship with him. "He has become a very centered elder statesman," Belzer says. "He has come back from adversity even more whole."

#### The Great Crusade

LEWIS HAS A NEW MOVIE ROLE ON HIS agenda: playing an 85-year-old man trying to age with dignity in *Max Rose*, from a "beautiful script" by Daniel Noah. But *The Nutty Professor* is his great, career-capping crusade. Getting it to Broadway is far from a sure thing. Lewis has never directed a Broadway show (he's acted in only one, the 1995 revival of *Damn Yankees*), and he's 86, two facts



The King of Comedy, 1983



Damn Yankees, 1995



An Honorary Oscar, 2009



The Nutty Professor musical in Nashville

fans? "Because they're smart." Who makes him laugh today? "Anyone who's qualified," he snaps. (Pressed to name some of the qualifiers, he cites Robin Williams and Billy Crystal.)

He holds no love for a film industry that basically rejected him 40 years ago—after 10 years as one half of the most popular comedy team in America (with Dean Martin) and an additional 15 as a solo comedy star and innovative director of many of his own films, starting with *The Bellboy* in 1960. "I giggle at the stupidity of people in our industry," he says. "We live in a mimic-like business. If something's good, there's five associate producers that are gonna put it together for a Monday talk-through with their producer. *Star Wars*—we had 17 movies about it! All of those people haven't the capacity to originate anything."

The films he most enjoys are tradi-

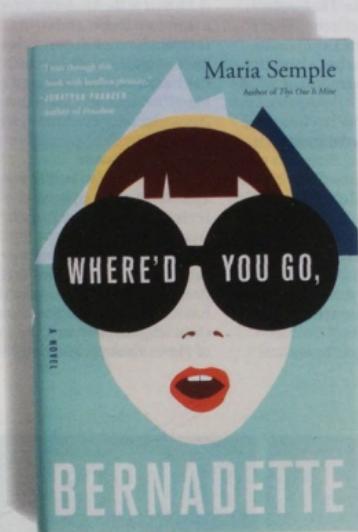
they don't get the telethon.") But his work raised an estimated \$2 billion for "Jerry's kids," and he's hung around long enough to be enjoying a warm, late-career reappraisal. Jerry Seinfeld, Steven Spielberg and Quentin Tarantino were among those singing his praises in a recent cable-TV documentary, *Jerry Lewis*:

that many theater insiders view as stumbling blocks. But he claims that directing for the stage has come easily for him. "You're putting out the same energy," he says of theater vs. movies. "You're just more attuned to the work you're having reproduced. You have to be careful. You can't get sloppy."

"He's got incredible instincts," says Andrew, the show's star, who began doing *Nutty Professor* imitations at age 9—and first proposed the musical (with his manager, Ned McLeod, now the show's producer) to Lewis seven years ago. "He's fascinating. He's complicated. He reaches so deep into his own soul that it's touching." The perfect setup, it would seem, for an aging comedy superstar who still craves the attention, and the love. "These young people that I'm working with, they're awestruck," says Lewis. Just call them Jerry's kids.

**The famous ego is still on full display, along with a certain defensiveness and a hint of grievances unresolved**

# Books



The author, Maria Semple, comes to novels from TV: she worked on *Mad About You* and *Arrested Development*. It runs in the family: her father wrote the pilot for the original *Batman* TV series

## The Lady Vanishes. A smart, funny-sad fable about a family of geniuses

By Lev Grossman

IT HAS BEEN OBSERVED, A LOT BUT NOT enough, that novels by men and women get treated differently. When men write about marriage and family, they're rewarded with serious reviews and prestigious prizes and important-looking book jackets that have hardly any pink on them. (And sometimes even with magazine covers.) When women do it, it's chick lit. *Where'd You Go, Bernadette* by Maria Semple is a novel about marriage and family, and it arrives wrapped in a vaguely erotic cover—a cartoonish echo of *Lolita*, or maybe *Fifty Shades of Teal*. But it deserves to be taken seriously.

The Bernadette of the title is an ex-genius, a radical and incandescently brilliant architect who flamed out early. When the book begins, she has left her talent untouched for 20 years; instead, she has focused on raising her daughter Bee (short for Balakrishna) and loathing the city she lives in (Seattle, where "you're allowed to cough but only into your elbow,

and any request, reasonable or unreasonable, is met with 'no worries').

With no outlet for its prodigious energies, Bernadette's brain is slowly melting down. She fusses over Bee, who was born with a weak heart, and hoards pills and falls asleep in public and feuds with the other parents at Bee's school, an institution that is so far beyond politically correct that the students, in the name of open-mindedness, debate both the cons and the pros of the Chinese occupation of Tibet. "If you don't create," a former colleague tells Bernadette, "you will become a menace to society." She's getting there.

**'If you don't create,' a former colleague tells Bernadette, 'you will become a menace to society.' She's getting there**

she's allowed to cough but only into your elbow,") and "you will be a menace to society." She's getting there.

Meanwhile, Bernadette's husband Elgin hasn't noticed. He is, unlike her, a practicing genius; he delivers legendary TED talks and makes a colossal salary at Microsoft. Bee—who's 15 and gifted and perfectly healthy, thank you—is, like most 15-year-olds, an exquisitely sensitive emotional seismometer, and she has inherited her mother's anger along with her intelligence. Promised a reward for her good grades, Bee chooses a family trip to Antarctica during Christmas break. What could possibly go wrong.

*Where'd You Go, Bernadette* is a social satire, which is to say that it explains what is sick and sad about American life while making you laugh. Semple constructed the book as an epistolary novel, an intricate mosaic of letters and e-mails and police reports and other documents. Formally, this gives all the characters free rein to explain why they're so angry and misunderstood to everybody but the person they should be explaining it to. Bernadette's neighbor is angry about the blackberries in Bernadette's backyard; Elgin wants Bernadette committed; Elgin's assistant wants to sleep with him; Bernadette wants her virtual personal assistant in India, who is the only person she can be honest with, to get gray-market pharmaceuticals for her.

Halfway through the novel—as the title implies and the flap copy tells us, so it's not really a spoiler—Bernadette vanishes, which forces all of them to stop misunderstanding one another and start trying to understand themselves. (What with this book and *Gone Girl*, it's the summer of disappearing women.) I was somewhat vexed by the final explanation for her disappearance—there is a limit, it turns out, to the things I want to see done in the name of frustrated genius—but that in no way prevented my being stunned and transported by this extraordinarily powerful and intelligent novel, which comes with a heartfelt blurb from one of those male authors who get taken so seriously, Jonathan Franzen. Clever as they are, Bernadette and her family have to learn the same lesson that another tribe of geniuses, Salinger's Glass family, learned half a century ago in *Franny and Zooey*: "I don't know what good it is to know so much and be smart as whips and all if it doesn't make you happy." ■

# Movies

FOR MORE FROM  
TIME'S INTERVIEW WITH  
ROBERT PATTINSON AND  
DAVID CRONENBERG, GO TO  
[time.com/pattinson](http://time.com/pattinson)



## Man and machine

Cronenberg and Pattinson  
on the set of *Cosmopolis*

"The world would be a much better place, I think," Pattinson muses, "if all these bankers and billionaires were followed by paparazzi."

In *Cosmopolis* (in limited release; expanding Aug. 24), Pattinson plays Eric as equal parts permafrost savant and boyishly charming cyborg. "I liked that it was absurd and unrelated," he says. "Eric doesn't understand himself, so that was my angle—play the part as if you don't understand the part. Try to remain lost." His director laughs merrily at this.

Cronenberg is often attracted to books that seem resistant to adaptation (William Burroughs' trippy *Naked Lunch*, J.G. Ballard's auto-erotic *Crash*). Remarkably, *Cosmopolis* is the first of DeLillo's novels to become a film. Published in 2003, the story resonates with Occupy Wall Street and other protest movements of 2011. "When the novel came out, people were saying, 'This demonstrating-on-Wall Street stuff isn't very convincing,'" Cronenberg says. "Now it's obvious." But he dismisses the notion of *Cosmopolis* as a parable of fame, though Eric behaves and is treated much like a young celebrity—ferried behind tinted windows, fed a steady diet of attendants and libidinous women, obsessed over by shadowy weirdos—and is played by Edward Cullen, King of Hearts.

Eric's slow, strange journey eventually scans as an escape: his own protest against his alienated, ultra-materialist existence. And though *Cosmopolis* encompasses murder, marital breakdown and one very unfortunate haircut, Pattinson sees the bright side. "I've read things that describe Eric as a monster, but I always thought the story was a hopeful progression," he says. "Some people are so entrenched in what they think they are, and the only shock that can snap him out of himself is that someone is going to kill him."

"People create a limo for themselves, a little spaceship, a little bell jar in which they insulate themselves from the things that hurt," Cronenberg says. The image hangs in the air for a moment, and then it's on to the next topic.

## Car Talk. Robert Pattinson discusses *Cosmopolis*—and that other thing

By Jessica Winter

LET'S GET THE ELEPHANT OUT OF THE way. When I interviewed actor Robert Pattinson and director David Cronenberg in a downtown Manhattan conference space on the occasion of their new film, *Cosmopolis*, I didn't ask any direct questions about Pattinson's personal life. Mostly because Pattinson never answers questions about his personal life, which became a topic of worldwide interest when the first *Twilight* film catapulted him to stardom in 2008 and has been under especially intense scrutiny since July, when paparazzi caught his girlfriend and *Twilight* co-star Kristen Stewart with a married man. I did, however, ask him how it feels to have a global army of Twihards fretting about his postbreakup state of mind. "I guess if people think they're worried about you, it's sweet," Pattinson, 26, replied. "It's kind of odd."

"They're reacting to what they think they know, but they don't know," said Cronenberg, 69. "They have a huge investment in so many lives that they aren't connected with at all."

Pattinson's *Cosmopolis* character, Eric Packer, knows from disconnect. The icily

charismatic protagonist of Don DeLillo's source novel is a billionaire asset manager who seems to hover at a cool distance from the known world and everyone in it. Both novel and film concern a single fateful day largely spent inside Eric's white stretch limousine, which attempts to traverse Manhattan in gridlock traffic amid anticapitalist street protests—and all in pursuit of a haircut. Inside his customized cocoon, Eric receives colleagues and lovers. He forfeits hundreds of millions of dollars in a currency-speculation bid. He undergoes a bizarrely arousing prostate exam. He receives threats from a would-be assassin as well as a pie in the face from a "pastry assassin," who travels with his own squad of paparazzi.

**'The world would be a better place if bankers were followed by paparazzi.'**

# Joel Stein



## The Fast and the Curious

How a pit-crew stint taught me to find a car radiator and impress my son

**M**Y 3-YEAR-OLD SON LASZLO LOVES four things me, my wife, arguing with me and my wife, and cars. While I am an expert on the first three things, I know nothing about cars. So when Laszlo was 1, to keep up with him, I asked to work on the pit crew of the team that Patrón Tequila sponsors at the American Le Mans GT race in Long Beach, Calif., the sport's biggest race of the year. I figured it would hold me until Laszlo could read the correct answers to his mechanical questions and realize that his dad is so unmasculine that if Manhattan didn't exist, neither would he.

I arrived the day before the race, making my way through a crowd of nearly 100,000 people, a surprising number of whom were hot women. I'm always confused about where hot women hang out. I know they like clubs and expensive stores, but I once spent a day at a Renaissance fair, and there they were, dressed as medieval princesses who magically had access to 21st century push-up-bra technology. It's as though wherever I'm not interested in going, hot chicks are there.

**In American Le Mans races, which are** more cosmopolitan than NASCAR—with several-hundred-thousand-dollar sports cars, European drivers and food that is often served sans stick—each car had two drivers who swap out for races, which can last up to 12 hours. The top driver on this team was second-generation racer Scott Sharp, while one of the drivers of the other car was Ed Brown, the CEO of Patrón, which sponsors both this team and the entire sport. Which made me question how much of a sport this is. It's a little as if the Yankees let the guy who runs Utz potato chips play third base.

I walked up to Tony Leith, a thin, handsome British man who is the team's crew

chief. Leith was inspecting the engine of one of the team's two Ferrari F430 GTCS. The Ferrari, I learned through a series of insightful questions I posed to Leith, is not automatic, systematic or hydromatic. When I asked what the radiator is, he said, "I don't think I've ever met someone who doesn't know that." When I asked why a car needs a radiator, he said, "It's very hard to explain something to someone who doesn't know anything about it." He wasn't angry as much as confused, as if he were trying to explain how e-mail works to a lost African tribe. Or to me.

Tony put on his Patrón-branded fire suit and helped me Velcro up the back of a matching one. As we walked to the car, Stephany Rose, a brunette in an outfit she was being paid to wear and which would probably go over fine at a Renaissance fair despite being made of Lycra, asked if she could take a photo with Tony. Not a photo of all three of us. Just a photo with Tony. Who was dressed in the exact same fire suit I was. When I asked her how she knew Tony was an actual race-car person



and I wasn't, she said, "It was his composure. He has a really good presence about him." I hope one day I am walking by Stephany Rose while she is wearing the exact same outfit as Christina Hendricks.

Other than hold up a sign that said PATRÓN where it should have said STOP, which made me worry, I didn't do much. But aside from 7.4 seconds during each car's pit stop, neither did anyone else in the pit crew. The most exciting thing we did was when one of the mechanics pointed at the 14th floor of a hotel behind us, where two fans were expressing their love for racing, America and, far more apparently, each other. We gave them the devil sign, since having sex on a balcony in front of thousands of people during a car race is something the devil would totally do. The male half of the couple deviled us back. Somehow in all the devil signing, we missed the big move in the race when rival driver Patrick Long took first place. But we all felt as if we hadn't actually missed anything.

**I was told our team lost, which was a** total surprise, since I had no idea the race had ended. There was no excitement, no last-second maneuvering. And no finish line. Apparently, there's just a time when everyone is too tired to stop driving. Whoever is ahead at that point wins. I don't know much about car racing, but even I can tell this system sucks.

I didn't feel I'd learned enough to impress Laszlo, but Sharp told me all I needed were a few key terms to use with my mechanic. If the car is pulling to one side, tell him the front alignment is loose. If one side of a tire is wearing more than the other, my camber is off. Plus, thanks to Sharp, I now know what makes cars cool: their ability to funnel so much speed into tiny, precise movements—and the fact that while all that is going on, couples are able to have sex in public. But mostly, if my son ever questions my car knowledge, I can just say I once worked on a pit crew at a car race. Meanwhile, I'm trying to steer him toward celebrity gossip, French wine and 1980s rock trivia.



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# 10 Questions

**Austin Wierschke, the fastest texter in the U.S., on mobile etiquette, LOLs and his parents' phone bill**

**Michael Phelps ate 12,000 calories a day before the Olympics. Gabby Douglas spent 30 hours a week in the gym. What do you do to win for the LG National Texting Championship?**

I text my friends. I text my family. And as I'm riding in the car with someone else, I see street signs and I just start texting those to keep my speed up. That's a weird thing that I do.

**How many texts do you send in the average month?**

In a month? Probably around 10,000.

**I bet your parents love getting that bill.**

Yeah, they love it. I know they do.

**Is texting your full-time job?**

No. I work at my parents' restaurant. I'm a cook there. One time I was slicing up some basil, and I cut the tip of my finger off. It wasn't my thumb, so I was O.K. But I was really concerned. I guess you could say my whole texting career flashed before my eyes.

**You're now officially a two-time texting champion. What does that entail? Traveling the world teaching people how to use emoticons?**

I do interviews. I go all around the U.S. and do different TV shows. It's a lot of fun and a great experience.

**Let's talk texting etiquette.**

**Would you ever text during, say, a family dinner?**

Yeah, I definitely do. Even if they don't want me to, I still do it. I can text without looking, so ...

**What about breaking up with someone via text?**

I've never done that. I think it should be



done in person. Even over the phone isn't O.K.

**Some people—and I'm not saying I'm one of them—say texting is a less intimate form of communication than talking on the phone or even e-mailing. What do you think?**

I think it depends what age group you belong to. For us teenagers, texting is the main way we talk to each other. That and Facebook. Even different generations of people have started using them. I know people

who have grandmas who text them. It's the quickest way to talk to each other.

**How would you advise someone like my mom, who's always complaining that texting is too difficult?**

I'll give her lessons, for sure. She should get with the program. She's missing out!

**Seriously, though, I'd love to hear some texting tips.**

Obviously, don't text and drive. I'm so against that. And [for competitive texters] speed and accuracy. You can be really fast, but it doesn't matter if you're spelling every word wrong. So just be accurate. Practice makes perfect.

**Any favorite abbreviations?**

Actually, I don't really use abbreviations. I use correct grammar and stuff like that, which is sort of interesting. And I don't have any autocorrect horror stories.

**That makes you a texting anomaly.**

I guess so! But I do like LOL J/K—the standard ones, I guess.

**Who in the world would you most like to receive a text from?**

Oh boy. Probably Jennifer Lawrence. I was obsessed with *The Hunger Games*, and I just really like her as an actress.

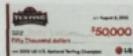
**Well, Jennifer Lawrence, if you're reading this interview, please text Austin.**

Yes, text me!

—DAN MACSAI

FOR VIDEO OF WIERSCHKE, GO TO [time.com/10questions](http://time.com/10questions)

Wierschke, 17, won  
\$50,000 for typing a  
149-character message  
in 39 seconds





Honda  
**SUMMER  
CLEARANCE  
EVENT**

2012 CR-V 2WD LX LEASE  
\$0 first month/\$320 for  
35 months thereafter\*  
(for well-qualified customers)



2012 PILOT 2WD LX LEASE  
\$0 first month/\$350 for  
35 months thereafter\*  
(for well-qualified customers)

CARS NOT ACTUAL SIZE.

**CLEARANCE DEALS,  
HOWEVER, ARE.**



2012 ODYSSEY LX LEASE  
\$0 first month/\$310 for  
35 months thereafter\*  
(for well-qualified customers)

**\$0** FIRST-  
MONTH  
PAYMENT

**\$0** DOWN  
PAYMENT

**\$0** SECURITY  
DEPOSIT

**\$0** DUE AT  
LEASE SIGNING  
Excludes tax, title,  
license & dealer fees



\*Subject to availability through 9/4/12 on approved credit through Honda Financial Services. Closed-end lease for 2012 CR-V 2WD LX. MSRP \$23,325. Actual net capitalized cost \$23,854. Total monthly payments \$11,200. Option to purchase at lease end \$14,695. Closed-end lease for 2012 Pilot 2WD LX. MSRP \$29,450. Actual net capitalized cost \$28,333. Total monthly payments \$12,250. Option to purchase at lease end \$16,198. Closed-end lease for 2012 Odyssey LX. MSRP \$29,205. Actual net capitalized cost \$27,756. Total monthly payments \$10,850. Option to purchase at lease end \$16,939. Requires dealer contribution, which could affect final negotiated transaction. MSRP includes destination, excludes tax, license, title fees, options, insurance and dealer fees. Lessee responsible for maintenance, excessive wear/tear and up to 20¢/mile over 12,000 miles/year. See participating dealers for details. ©2012 American Honda Motor Co., Inc.

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